TRADE 2

Illustrated Guide to
Collectible Trade Stimulators
Volume 2

RICHARD M. BUESCHEL

Cover photos: Top left, clockwise, National Manufacturing (Mills) LITTLE MONTE CARLO 1897-1910 (see page 78), *Bill Whelan Photography.* Groetchen Tool IMP 1940-1951 (see page 151), *Rich Penn collection.* Kelley Manufacturing Company FLIP FLAP 1901-1903 (see page 87), *Bill Whelan Collection.* Drobisch Bros. And Co. ADVERTISING REGISTER 1896-1899 (see page 73), *Ken Rubin Photography.*

Illustrated Guide to Collectible Trade Stimulators
Volume 2

About the Author:

Author Dick Bueschel is a coin machine historian, collector, author and editor by avocation. Professionally he is an advertising man. Dick is an executive in an industrial advertising agency located in Chicago and is responsible for a number of the agency's key industrial accounts.

About COIN SLOT BOOKS

The publishing house known as Coin Slot Books didn't exist in the early summer of 1978, but by the end of the same year it was the country's best-known publisher concentrating on the specialized field of collectible coin machines. The first two books in the field, covering slot machines and trade stimulators, have led to a broad selection of original books, including the detailed Coin Slot Guides, as well as catalog reprints designed for the coin machine collector, dealer and investor.

To get a list of offerings, write: Coin Slot Books, 4401 Zephyr Street, Wheat Ridge, CO 80033-3299.

About *The Coin Slot*

This book didn't come out of thin air. It was the logical extension of *The Coin Slot,* the first and foremost quarterly magazine of coin-operated mechanical devices, including pinball games, juke boxes, vending machines, arcade and amusement machines and, of course, slot machines. If you want to learn more about coin-operated machines, as well as keep up with what the collectors will be doing in the coming months and years, you'll want to read *The Coin Slot*, published quarterly by Hoflin Publishing Ltd., 4401 Zephyr Street, Wheat Ridge, CO 80033-3299. Annual subscription is $36 domestic, $40 foreign; sample issues $10 each.

Illustrated Guide to Collectible Trade Stimulators Volume 2 Revised Edition

Richard M. Bueschel

Including a guide to finding antique coin machines and
a listing of popular Trade Stimulators of the 1870-1919 period by maker, name and date.

Illustrated Guide to Collectible Trade Stimulators, Volume 2

Including a guide to finding antique coin machines and
a listing of popular Trade Stimulators of the 1870-1919 period by maker, name and date

Compiled and written by Richard M. Bueschel
Pricing by a panel of eight Trade Stimulator and Counter Game collectors, dealers and enthusiasts

Published by Hoflin Publishing Ltd.
Publishers of The Coin Slot, the quarterly magazine for
the collectors of antique coin-operated mechanical devices

First Printing, January 1981
Revised Trade 2 Edition, May 1993

Copyright © 1981 and 1993 by Richard M. Bueschel
All rights reserved by Author
Library of Congress Number 78-59550 (V.2)
ISBN 0-86667-005-X (V.2 Revised)
ISBN 0-86667-003-3 (Set)

Rededicated To

Trade Stimulator collectors Bill Whelan, Gene Foster, Mel Getlan, the late Dave Evans, Stan Harris and Allan Pall, for their continued encouragement and help. The decade since the first publication of Trade 2 have taken "Daddy Dave" Evans from us, but all the remaining are healthy, enthusiastic and helpful. Thanks again.

Other books by Dick Bueschel
Communist Chinese Airpower (Praeger, 1968)
Aircam Japanese Fighters (Osprey, 1970-1971)
Aircam Japanese Bombers (Osprey, 1972-1973)
Illustrated Guide to Collectible Slot Machines,
4 volumes (Hoflin, 1988)
Illustrated Guide to Collectible Trade Stimulators and Counter Games, 2 volumes (Hoflin, 1991)
Bueschel's Saloon Series, 1 volume (Hoflin, 1989)
Pinball 1, Bagatelle to BAFFLE BALL (Hoflin, 1988)
Jennings Slot Machines (Hoflin, 1992)

Books by Dick Bueschel in collaboration with other authors
Arcade 1, Illustrated Historical Guide to Arcade Machines, by Dick Bueschel and
Steve Gronowski (Hoflin, 1993)

About The Prices For This Volume

The vintage machine prices indicated in the insert accompanying this volume have been based on averages of current market values of "best estimates" for the machines listed as provided by a panel of eight authorities at the time of publication. These prices should not be regarded as firm buy-or-sell figures but rather should be used as approximate value indicators. Like many fine antiques, vintage coin machine values tend to frequently fluctuate, both up and down, with market values different than those on these pages to be expected at any point in time. Buyers and sellers should expect to pay or receive amounts based on the many current market variables of value, condition, special features and machine popularity — particularly the current "Fad Factor" — at the time of any transaction. While the prices expressed in this folder cannot be expected to reflect the precise market values at variable points in time, they do provide a guide to specific machine desirability and reveal the status relationships between one machine and another.

Original Foreword to An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators – Volume 2

by Richard M. Bueschel
Pricing by Larry Lubliner

Prior to the summer of 1978 no books or catalog reprints aimed directly at coin machine collectors, antique dealers and investors had gone over the one thousand mark in sales. In July of that year Dick Bueschel's landmark book *An Illustrated Price Guide to the 100 Most Collectible Slot Machines*, published by Coin Slot Books, was put on the market. Before ninety days were up the book had sold over 1500 copies and sales were climbing. The message was clear. There are far more coin machine collectors, dealers, antique investors and enthusiasts across the country than anyone dreamed there were, and the numbers are obviously growing rapidly.

100 ... Collectible ... Slot Machines quickly became the standard guide book in the exciting new field of collectible coin machines covering both automatic payout slot machines and a smattering of trade stimulators and counter games. It was the latter group of machines that came in for special attention by many of the buyers of the first volume, suggesting that the non-payout trade machines were becoming popular in their own right. Before the slot volume even came out, Coin Slot Books asked author Dick Bueschel if he could come up with another book, this time featuring trade stimulators and counter games in the first book to be devoted to the subject. As luck would have it, writer-collector Bueschel had long been an early trade stimulator collector and had already started to amass the material need for such a book. With that, things moved rapidly and the first volume of *An Illustrated Price Guide to the Most Collectible Trade Stimulators* was put on the market at the end of November of the same year. By that time the *100 Most Collectible ...* format had developed a loyal and expanding following, and advance sales of the book were over five hundred copies before publication. By the end of the year the trade stimulator book was pushing the record of the slot machine book with both becoming the standard identification and pricing guides of their genre.

It was only the beginning, for antique coin machine buyers, sellers, dealers, collectors and investors were soon clamoring for more information about their favorite subject, rapidly making these clever working and playing machines the hottest new area of collectibles in the country. The answer was a second volume for both books, adding an additional one hundred machines to each machine class, plus descriptions of many more, with more volumes scheduled to follow.

An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators – Volume 2 takes off where the first volume ended. An additional one hundred of these fascinating commercial machines are identified, described and priced. The new material in this second volume will particularly appeal to novice collectors, for it shows how and where to obtain these machines, and gives invaluable advice about building up a significant collection on a modest budget. Volume 2 is equally important to the advanced collector, going into detail about machine identification and insurance protection. But above all else it is the machines themselves that are the stars of the book, with dozens of old and rare trade stimulators and counter games illustrated and described for the first time in print. Written in a free and easy style that quickly gets the reader involved and enthused, while still providing the serious identification and pricing data needed by the advanced collector and professional antique investor, *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators – Volume 2* is fun to browse, a joy to read, and a veritable advance education in the field of collectible coin operated trade stimulators and counter games from their beginnings to their final day in the sun.

Original Acknowledgements

It usually takes two working arms to produce a book on any non-fiction subject. The first is the writer/researcher supported by family, friends and whatever editing and typing is needed. The second, naturally, is a publisher, particularly one willing to take a chance on a book and front the funds needed to produce and promote it. I've been blessed on both counts. My wife, daughters, extended family and friends have all tacitly and enthusiastically pushed me along. My executive assistance, Jody Clapper, has typed, edited, retyped and organized my material – and it isn't easy to follow by a long shot (mostly because I've got too many other things going on at the same time) – until she has almost become a coin machine expert in her own right. The machine description typing was done by Barbara Barncard who, like others before her, got interested in coin machines. As for a publisher, I couldn't have better ones: Bill and Rosanna Harris, publishers of *The Coin Slot* and the entrepreneurs of Coin Slot Books. Bill always has one reply to what appears to be a good book idea. He says "Let's do 'er"; and then he does.

So much for what is usual. The important thing is that books about coin machines are unusual, primarily because there are no ready sources for information and pictures. You can't go to a library and find the stuff, or to a photo collection and pick up the pictures you need. You've got to go to literally hundreds of research resources, from libraries to the antique market to people. When you need to illustrate the machines there is only one resource, and that's the collectors, the often unrecognized third arm needed to do the job. Only they have preserved these marvelous devices, not museums or associations or businesses or government agencies, and only the collectors can help the writer/researcher.

And they all helped, magnificently! There are almost as many credits as there are pictures in this book for the simple reason that the country had to be scoured to come up with the machines to provide a true story of the available collectible trade stimulators. Every collector contacted willingly permitted open access to their collections, and when asked about the pictures the answer was almost always the same, "Sure, what do you need?"

I want to thank them all for their great help, their guidance and information, and their enthusiasm for this book. They heavy helpers were Bernie and Pat Alexander, Dave Evans, Gene Foster, Fred Fried, Mel Getlan, Stan Harris, Larry Lubliner and Bill Whelan. Special photography was done by the late Dan Adams, professional photographer Pat Alexander of Bates City, Missouri, Philip F. Elwert, curator, Vermont Historical Society, Bill Whelan, Gill Folsom, Bob Frankenberger, Bud Garanventa of Harrahs, Allan Paul, Rich Penn, and Ken Rubin. Backing all of this up are the collectors who added their information, pictures and machines to the coverage, including the late Ed Barr, Larry Birnbaum, Allan Bond, Noland DeBorde, Elmer Cummings, Marshall Fey, Hal Goetze, Bernie Gold, Richard Goldman, Tony Goodstone, Mike Gorski, Steve Gronowski, Mark Haber, Marv Halpert, Steve Heckt, John Hermann, Tim LaGanke, Bob Legan, Edna Luckman, Edwin H. Mosler, Jr., Gordon Nichol, Russell Riberto, Bob Rosenberger, Larry Stone, Joe Vojacek, Ira Warren and Jack West. Final and very special thanks to Larry Lubliner for the pricing, mostly because every time he does this he sticks his neck out a mile.

Thanks to all of you. It's your book as much as it is mine.

Dick Bueschel
Mt. Prospect, Illinois
June 29, 1980

Table of Contents

A.B.C. Coin JOCKEY CLUB 121
A.B.T. PROSIT 138
ADVERTISING REGISTER 73
American Automatic AUTOMATIC DICE SHAKING MACHINE 66
AMERICAN EAGLE 150
Amusement Machine COMBINATION "JACK POT" 68
Atlas MIDGET ROULETTE 113
August HOODOO 86
AUTOMATIC CARD MACHINE 94
AUTOMATIC DICE SHAKING MACHINE 66
BABY VENDOR 118
Baker PICK-A-PACK 149
Bally CUB 122
Bally LITE-A-PAX 141
Bell (Wrigley's) DEWEY 83
BELL SLIDE 143
Bennett STUCKEY CIGAR 84
BLACK CAT (Griswold) 71
BLACKJACK (Mills) 131
Bluebird TARGET 111
BONANZA 72
Bradford LARK 103
Bradley 7-GRAND 158
Buckley PURITAN BABY VENDOR 117
Canda AUTOMATIC CARD MACHINE 94
Canda BONANZA 72
Canda JUMBO SUCCESS 81
Caille JOCKEY 96
Caille JUNIOR BELL 116
Caille QUINTETTE 88
Caille ROYAL JUMBO 89
Caille WINNER 67
CENTASMOKE 133
CHICAGO CLUB HOUSE 120
COIN TARGET BANK 70
COLUMBIAN FORTUNE TELLER 64
COMBINATION "JACKPOT" 68
Comstock THE PERFECTION 76
CRAP SHOOTER 106
CRAPSHOOTERS DELIGHT 85
CUB (Bally) 122
CUB (Daval) 152
Daval AMERICAN EAGLE 150
Daval BELL SLIDE 143
Daval CENTASMOKE 133
Daval CHICAGO CLUB HOUSE 120
Daval CUB 152
Daval JOKER 144
Daval JOKER GUM VENDOR 145
Daval 1940 DIVIDER PENNY PACK 153
Daval STAR AMERICAN EAGLE 150
Daval WIN-A-SMOKE 130
Decatur FAIREST WHEEL No. 2 77
Decatur FAIREST WHEEL No. 3 82
DEUCES WILD (Sanders) 148
DEWEY (Bell) 83
DICE 105
DISCOUNT BICYCLE WHEEL 74
1940 DIVIDER PENNY PACK 153
DIXIE DOMINOES 140
DRAW POKER (Fey) 97
DRAW POKER (Watling) 102
Drobisch ADVERTISING REGISTER 73
Drobisch STAR ADVERTISER 75
Dunn PERFECTION 101
Dunn WRIGLEY DICE MACHINE 100
H.C. Evans SARATOGA SWEEPSTAKES 119
Exhibit GET-A-PACK 132
Exhibit PLAY BALL 114
FAIREST WHEEL No. 2 77
FAIREST WHEEL No. 3 82
FAIREST WHEEL, NEW IMPROVED (Pana) 104
FAVORITE 112
Fey DRAW POKER 97
Fey KLONDIKE 79
Fey PEE-WEE 115
Field BABY VENDOR 118
FLIP FLAP 87
FLYING HEELS 126
Garden City GEM THREE OF A KIND 137
Garden City TURF 136
GEM THREE OF A KIND 137
GET-A-PACK 132
GOLD RUSH 128
Graham MIDGET ROULETTE 113
Great States SANDY'S HORSES 135
Griswold BLACK CAT 71
Griswold STAR 99
Groetchen DIXIE DOMINOES 140
Groetchen GOLD RUSH 128
Groetchen IMP 151
Groetchen POK-O-REEL GUM VENDOR 124
Groetchen ROYAL FLUSH 139
GUESSING BANK 61
GUESSING BANK, PRETTY WAITER GIRL 62
HOODOO 86
HORSES 159
IMP 151
IMPROVED ROULETTE 69
Jennings FAVORITE 112
Jennings LITTLE MERCHANT 129
Jennings PENNY CLUB 142
JOCKEY (Caille) 96
JOCKEY CLUB 121
JOKER 144
JOKER GUM VENDOR (Daval) 145
JUMBO SUCCESS (Canda) 81
JUMBO SUCCESS (Mills) 91
JUNIOR BELL 116
Keeney and Sons MAGIC CLOCK 125
Keeney SPINNER WINNER 147
Kelley FLIP FLAP 87
KLONDIKE (Fey) 79
LARK (Bradford) 103
Liberty TWINS WIN 154
LITE-A-PAX 141
LITTLE DUKE (Mills) 80
LITTLE MERCHANT 129
LITTLE MONTE CARLO 78
LITTLE POKER FACE No. 2 156
LUCKY PACK 155
MAGIC CLOCK 125
McLoughlin GUESSING BANK 61
McLoughlin PRETTY WAITER GIRL GUESSING BANK 62
MIDGET ROULETTE (Atlas/Graham) 113
Mills BLACKJACK 131
Mills CRAP SHOOTER 106
Mills JUMBO SUCCESS 91
Mills LITTLE DUKE 80
Mills LITTLE MONTE CARLO 78
Mills PURITAN BELL 109
Mills SUCCESS 90
Monarch PEE-WEE ROULETTE 115
MONTE CARLO, LITTLE 78
National LITTLE MONTE CARLO 78
National SMOKES 134
National TARGET PRACTICE 110
NICKEL TICKLER 65
OFFICIAL SWEEPSTAKES 123
Page SALES INCREASER 107
Pana Enterprise NEW IMPROVED FAIREST WHEEL 104
Park RED BIRD 95
PEE-WEE ROULETTE 115
PENNY CLUB 142
PENNY DRAW 127
PENNY PACK, 1940 DIVIDER 153
PERFECTION (Dunn) 101
PERFECTION, THE (Comstock) 76
PICK-A-PACK 149
PLAY BALL 114
PLAY WRITE 160
Play-Write PLAY WRITE 160
POK-O-REEL GUM VENDOR 124
PRETTY WAITER GIRL GUESSING BANK 62
Progressive WIZARD CLOCK 98
PROSIT 138
PURITAN BELL (Mills) 109
PURITAN BABY VENDOR (Buckley) 117
Quality Supply HORSES 159
QUINTETTE 88
RED BIRD 95
Rock-ola OFFICIAL SWEEPSTAKES 123
ROULETTE, IMPROVED 69
Royal DICE 105
ROYAL FLUSH 139
ROYAL JUMBO 89
F.A. Ruff CRAPSHOOTERS DELIGHT 85
SALES INCREASER 107
SANDY'S HORSES 135
Sanders DEUCES WILD 148
Sanders LITTLE POKER FACE No. 2 156
Sanders LUCKY PACK 155
SARATOGA SWEEPSTAKES 119
7-GRAND (Bradley) 158
SEVEN GRAND (Withey) 146
Shipman SPIN-IT 157
Siersdorfer COIN TARGET BANK 70
SLOT MACHINE (Weston) 63

SMOKES 134
SPIN-IT 157
SPINNER WINNER 147
STAR (Griswold) 99
STAR ADVERTISER 75
STAR AMERICAN EAGLE 150
Star STAR TRADE REGISTER 93
STAR TRADE REGISTER 93
Stephens PENNY DRAW 127
Stock FLYING HEELS 126
STUCKEY CIGAR 84
SUCCESS (Mills) 90
TARGET 111
TARGET PRACTICE (National) 110
THREE OF A KIND, GEM 137
TURF 136
TWINS WIN 154
Unit Sales WINNER DICE 108
U.S. Novelty WINNER 67
Waddel DISCOUNT BICYCLE WHEEL 74
Wain & Bryant ZODIAC 92
Watling DRAW POKER 102
Western Automatic IMPROVED ROULETTE 69
Western Weighing NICKEL TICKLER 65
Weston SLOT MACHINE 63
WIN-A-SMOKE 130
Winchester GUESSING BANK 61
WINNER 67
WINNER DICE (Unit Sales) 108
Withey SEVEN GRAND 146
WIZARD CLOCK 98
Wrigley's DICE MACHINE 100
World's Fair COLUMBIAN FORTUNE TELLER 64
ZODIAC 92

Foreword to revised edition

If you have an original copy of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators, Volume 2,* just look back and compare it to this revised edition. You will quickly be aware of many of the changes made in *Trade 2*. It will take serious (and enjoyable!) reading to comprehend all of them, starting with the manufacturers information and new updated machine photos. Some of the manufacturers headings have changed due to the finding of original literature. A few of the machines now have different names because of recently found production information. Many of the photos have been changed because those in the original volume, although the best to be had at the time, were sometimes wrong or had missing parts, particularly in the area of reward cards and marquees. Everything shown in this new revised edition is, to the best of the combined knowledge of a panel of collectors and enthusiasts, correct at the time of printing. Hopefully, no more errors will be revealed in the future.

You must also note that there are other variations of many of the machines shown in Trade 2. So if you have one that is a little different in your own collection, it is not that one or the other is wrong. You probably just have a variation. Most of the variations of previously shown machines will be covered in future volumes. One thing that Dick Bueschel and I constantly hear from collectors is, "I have a rare machine that isn't in any of the books." This is very possible, although it is more likely that you have yet another basic model that has not yet been described. There were literally thousands of different trade stimulators and counter games produced over the years and it will take many volumes to cover them all.

A good example of this is shown on the tabular pages of this volume at the back of the book listing all of the known trade stimulator manufacturers and the machines they produced from 1870 to 1919. This list totally "blew my mind" when Dick first sent it to me. As long as I have been studying these machines, it certainly opened my eyes. This list is the result of over 20 years of hard and deep digging by Dick Bueschel. And just wait until you see the the even larger list of counter games produced between 1920 and the 1980s that Dick is including in the revised and upgraded edition of *Trade 1*.

There is also the possibility that more information may turn up in the future. It will surely be covered in later volumes of this trade stimulator and counter game series of books. So whenever you talk to Dick on the phone or see him at the shows or auctions, make sure you show your appreciation for all of his hard labor as well as that of his research and pricing panel. They have kept this hobby together as it survives today and will be sustained in the future.

Best of luck, and good reading.
Bill Whelan
Daly City, California
October 21, 1991

Introducing the enhanced edition of Trade 2

Trade stimulator and counter game collectors are not necessarily clairvoyant. The reverse is true. They are always looking backward, trying to figure out where and why a vintage machine might be hiding while they constantly search for corroborating paper and advertising materials describing machines that have not been on public location for half a century or more. Looking backward is a virtue and a strength. In spite of this , when the first edition of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators, Volume 2* was presented to the market early in 1981, the forward editorial section closed with the comments "If you get out there now and hustle for machines, make original finds in basements and back rooms, buy cheap and trade up, you'll soon have a collection worthy of admiration by all. Many of the dedicated collectors feel that in a decade most of the undiscovered machines will have been found, making the trade stimulator and counter game field a seller's market. That means you've only got to 1990 to put yourself on the right side of the hottest coin machine collectible in the country. So don't waste a minute. Gas up and go!"

It is my hope as the author that you got the original edition back in 1981, and did exactly what was suggested. For much of what was said has come true. Original finds were still being made right and left in the early 1980s and throughout the decade, but then the machines got harder and harder to find. Many of the current crop of trade stimulator and counter game collectors have never seen a machine outside of an antique shop, show or dealer ad, and have built up their collections that way. So it indeed has become somewhat of a seller's market. And, likewise, anyone who started seriously collecting ten years before the publication of this revised edition of *Illustrated Guide To Collectible Trade Stimulators, Volume 2* (note the subtile name change, and the elimination of that nagging and misleading "100 Most" title) have probably built up collections that draw admiration from even the most sophisticated collectors.

But that doesn't mean the ball game is over. Not by a long shot. As I poke this out on my Mac SE/30 I am reminded of a telephone call I received earlier in the day. Someone had just found an old coin drop at a yard sale, and did I know what it was? As for myself, I am planning on a trip to Streater, Illinois, to try and track down an elusive non-coin trade stimulator maker from the early 1900s (take a look at the maker's name, machine and date list in this revised volume and you'll see exactly what I am talking about). I did the same thing earlier in the year and tracked down

The crew at St. Louis Slot Machine Company with a selection of old trade stimulators. Left to right are Tom Kolbrener, manager; Jeff Frahm, marketing; Marty Wilke and Jeff "Doc" Statler in service. Jeff undertook the first revised pricing for the original edition of Trade 2 in time for the November 1985 ChicagoLand Show. Both Tom and Jeff assisted the current edition pricing panel. St. Louis Slot Machine Company.

the manufacturing facility for the original bartop ROULETTE and IMPROVED ROULETTE of the Mansfield Brass Foundry in the Mansfield Public Library in Mansfield, Ohio, finally dating the machines at 1893. I trekked over to the old factory site, to see that a city had grown up in its place. So no machines there. But maybe next time and the next search. For there is still much to be found.

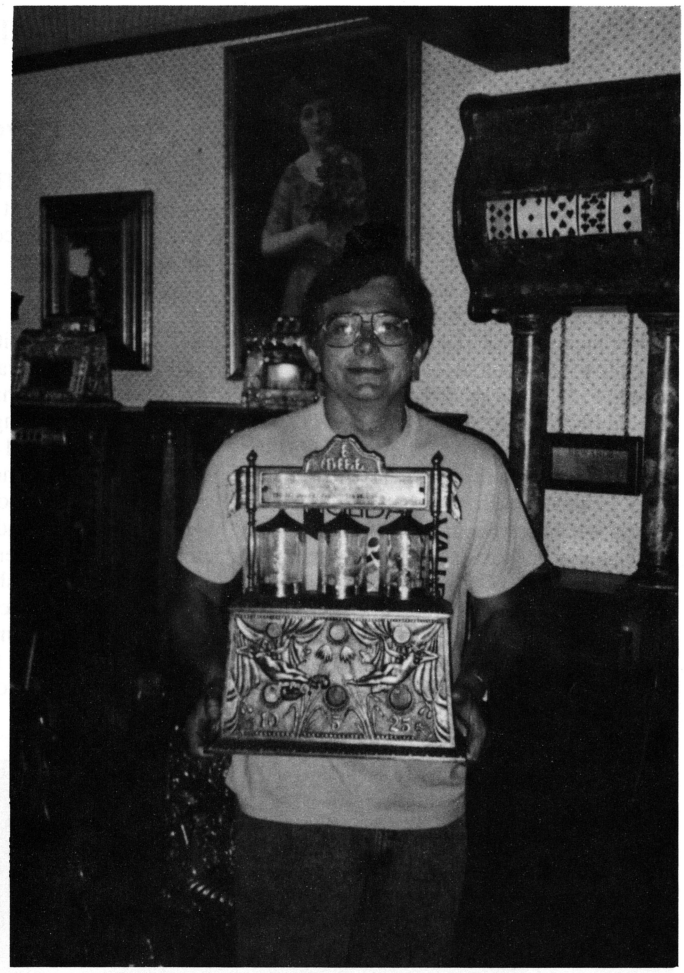
Making This A Finders Book

When the alert came out in May of 1990 that the first edition of *Trade 2* was in short supply and the original film and keylines were lost so that the book could not be reprinted (unless a "dirty" reprint job was done from a copy of the book, and that idea was immediately rejected as a rip off), I began to plan for an updated and revised edition. Luckily, I had kept a file of the original book materials both before and — importantly — after the book came out. That meant that the photographs and artwork hadn't been dispersed across the collector world and were largely intact, ready for reuse and reshooting for clarity of reproduction. It also meant that any comments and criticisms of the original book were in the file. And some of them were burners. One letter, dated about 30 days after the original book was placed on sale in February 1981, came from fellow collector Bill Whelan in Daly City, California. The words weren't exactly a paean of encouragement. Commenting on the depiction of the Groetchen ROYAL FLUSH in the book, Bill said,"Boy! Did you goof up here! (you'll see why later)," all but demanding that if I ever did another book on counter games and the like he should proof read it first. I took his advice with this revision, and will do so with any future books on the subject.

But there was his letter, in the file. Along with others that praised me to the skies and other places, saying what a great book it was. So we had the good and the bad, the encouraging and the correcting. In effect, the bed rock of a re-do. But I also knew that I wanted to make it as much a "finders" book as the original edition. I pondered that one deeply, thinking about what could be done right now in this difficult finders market to help people search out old machines with a smattering of knowledge that could lead them in the right directions.

I hit on a lulu of an idea. For a dozen or more years I have been collecting files of names and games, pairing them with the makers. All of this is kept in large notebooks. I asked myself, "What would happen if I shared this information with everybody?" But it would take more than lists alone to make a revised edition of *Trade 2* valuable to the collectors. So I set to work to determine an editorial stance for the updated volume. Two volumes, actually. Both original editions of the *Trade 1* and *Trade 2* trade stimulator and counter game books were at 285 copies each on May 3, 1990, with the rate of sales expected to finish them up in little over a year. What happened was that *Trade 2* ran out first, with the book sold out on April 17, 1991 while only 70 copies remained for *Trade 1*. So two updated revisions would be needed close to the same time. My decision was to split the coverage, making Trade 2 more of a trade stimulators book while Trade 1 would be re-done primarily as a counter game book, while both volumes retained the 100 machines covering both collectible areas.

With that thought the race was on. I would say that the single most important addition to *Trade 2* is the list of well over 1,000 trade stimulators of the 1870-1919 period arranged by maker's name, machine name, description and date that appears at the back of this volume. There are literally hundreds of machines listed here that have never been found, but with knowledge of the city, state and date perhaps you can be the collector that makes the score. The list has been checked and double checked by the experts, with leading trade stimulator collector Tom Gustwiller and counter game guru Bill Whelan both going over the list very carefully (as you can well imagine!) to add what they knew, and comment on the other listings. No, it doesn't give them a head start, because you can only do so much with your time. Maybe a slight lead, but that's only time enough for them to track down a name or two. And this trade stimulator list has hundreds! We are going to do the same thing with the re-do of Trade 1, which will contain a listing of over 1,400 different counter games for the 1920-1990 period. In all, we will have 2,500 or so machines to track down, probably more than doubling the known inventory of games and names.



Pride of place and piece. Pricing panel member Tom Gustwiller of Ottawa, Ohio, shows off a prime piece in his outstanding collection, the Mills I WILL dice machine. At right along the wall is a Canda JUMBO GIANT. Gustwiller's trade stimulator collection is regarded as possibly the finest in the world. Photography Tom Gustwiller.

I would ask that you, as a trade stimulator and counter game collector and finder, please keep me up to date and let me know if any of these machines have been found, or add what you can to the list. I have put my name and address at the end of this new forward so you can contact me. This will enable me to update the list and make additions and corrections to be played back in future volumes of this series of historical collector books. The fact is that even this list, as complete as it appears to be, is only a compilation of what has been found on terms of machines and data. True, the search has been aggressive over the past decade, and will continue in the same mode. But it will take a lot of enthusiasts to fill out this list and make it grow. So consider it a beginning tabulation of the more popular machines in their time frame.

A Significant Upgrade — Clarifying the Classifications

What is a trade stimulator? It would seem that the question is an academic one,

for didn't the original volume 1 and volume 2 editions of *An Illustrated Price Guide To The 100 Most Collectible Trade Stimulators* resolve that in 1978 and 1981? Not quite, it seems, for some of the early classification judgements made in the first flush of vintage coin machine collectibility in the nineteen sixties, seventies and eighties remain open for revisionist interpretation. Suspicious, but not glaring, were the single reel and other token payouts based on the landmark Paupa And Hochriem ELK of 1904, with their positioning as automatic payout slot machines based on their revolutionary slide payout systems. It just seemed to be too much machinery for a simple trade stimulator. So they were classified as slots. The Mills Novelty CHECK BOY, by example, was promoted as the "Miniature Dewey" when it first came out, clearly suggesting a slot machine connection. As a result of this classification these sophisticated token payout devices were included in three of the *An Illustrated Price Guide to the 100 Most Collectible Slot Machines* volumes, as follows:

Machine, Date and Publication
Paupa And Hochriem ELK
1905-1907
Slots 1, Vol. 1, page 34
(Revised *Slots 1*, page 87)

Mills PILOT
1906-1916
Slots 1, Vol. 1, page 35
(Revised *Slots 1*, page 88)

Mills CHECK BOY
1907-1916
Slots 1, Vol. 1, page 36
(Revised *Slots 1*, page 89)

Mills SCARAB
1914-1916
Slots 2, Vol. 2, page 78

Caille BASE-BALL
1911-1917
Slots 3, Vol. 3, page 61

But the level of machine sophistication of itself is a poor indicator of purpose, for these machines were made for small businesses and provided a high degree of control over the trade and merchandise awards right down to the point of providing tokens with the store's own name, thereby preventing misuse of the tokens. Re-analysis of the location placement and payout formats led to a reevaluation of their status, with the case for re-classification most persuasively presented by collector Bill Whelan, who made the recommendation during the process of checking each and every page of the original edition of *Trade 2* in preparation for this revised edition.

States Bill, "Regarding the semi-payout machines controversy, if they are not placed with the trade stimulators we may be forced to contrive a new category. I do not believe this is necessary as they clearly meet the criteria of true trade stimulators. From my point of view all (strictly) token pay machines have to be kept in the same classification, from the first ones, such as the 1904 Paupa And Hochriem ELK, to the last ones, such as the 1940-1952 Daval AMERICAN EAGLE. They made their payouts in dedicated trade tokens and not in cash. The use of these tokens makes this class of machines true trade stimulators. Not only that, they could never have been played for cash payouts. There are no U.S. coins that I know of that fit any of the token payouts in these counter machines. Oh, there are exceptions, but they are not valid ones. A worn quarter will work in the token tubes of the Daval AMERICAN EAGLE, Comet COMET, Groetchen MERCURY, SPARKS or GINGER, as well as a few others. But that is only now, and something that the collectors do. They wouldn't have made that a machine feature in the 1930s. When these games were first made their payouts were restricted to distinctive tokens. Examples are the Jennings GRANDSTAND and PENNY CLUB. These are automatic token pay machines with a token much smaller that the U.S. dime. If these machines are accepted as trade stimulators and counter games, so should all the others.

One of the inconsistencies here is that the older cast iron single reel trade stimulators were classified with the cash payouts years ago because their values ran into the universe. But I think a machine is worth a certain price because of its features, looks and availability rather than its operational usage. Example: take a Mills UMPIRE or SCARAB, both very ornate machines and much sought after by many a collector. The prices that these machines demand are not going to change no matter how they are classified. Take the Caille BUSY BEE, Caille BON-TON or the Wayne And Bryant ZODIAC as another example. Their prices are way up there in the same ball park as token pay machines, so that is just another reason why they should be classified in the same category."

Whelan's logic is irrefutable, so the single reel token payouts, and others of the same ilk, have been so reclassified for this upgraded volume. As such they are included in the extensive trade stimulator lists. Machines that could be run either way — either with trade tokens, or with cash — have remained in the automatic payout slot machine category. Such machines, such as the Watling CHECK BOY of 1910, which was advertised are quickly convertible from token to cash payout, and numerous others that were promoted in the same manner, will still be found among the slot machine listings. But from this point forward, the purely trade machines with uniquely sized dedicated tokens are now classified as trade stimulators.

Upgrading The Pricing

There is another upgrade that is just about of equal importance to collectors, pickers and dealers, and that is pricing. The original prices in the 1981 edition of this book held up well, for almost half a dozen years. But new finds, greater knowledge and rising interest in trade stimulators and counter games led to both rises and slides in the past 4 or 5 years, so that the

Pricing panel member Jack Freund of Springfield, Wisconsin, sits with a table full of six spiral, spinner, wheel and coin drop "Woodies" from the late 19th and early 20th century. Such machines are rare and hard to find, but they are found. Photography Jack Freund.

Camera shy, hard working counter machine guru Bill Whelan of Daly City, California has done much to popularize trade stimulators and counter games. Perhaps the most knowledgeable person on the subject, Bill has served as consultant, data, photo source and pricing panel member on this revised edition of Trade 2. Among the rare trade stimulators in his collection are THE COMBINATION pyramid, top center; C.T. Maley AUTOMATIC DICE, top right; and the GOOD LUCK poker dice, lower left. Photography Bill Whelan.

pricing has been considerably altered for a majority of the machines. The first crack at a revisionist repricing was undertaken by Jeff Frahm of the St. Louis Slot Machine Company for former Coin Slot Books publisher Bill Harris in the fall of 1985. Jeff repriced the complete series of Coin Slot Books price guides, upgrading the numbers for the three volumes of slot machines and the two for trade stimulators and counter games. Issued as *The Coin Slot Official Price Guide Update for the Illustrated Guides to Slot Machines Volume 1-Volume 2-Volume 3 and the Trade Stimulators Volume 1-Volume 2* (which name alone just about took up the front cover) the 16-page price guide was available at the November 1985 ChicagoLand vintage coin machine show.

Another price guide covering the same five books was introduced at the same November 1985 ChicagoLand Show, issued by vintage coin machine dealers Alan Sax and Larry Lubliner, the pricing authority for the original volume, with your author's permission (which is why Bill Harris called his *"The Coin Slot Guide Official..."*). The two competing pricing guides were as different as night and day, with the Sax/Lubliner version based on "buying" prices for dealers while Jeff Frahm's were based on dealer selling prices, with the reality somewhere in the middle. In effect, these are the price guides that have been used for the past few years prior to the appearance of this revised edition of *Trade 2*. What they did accomplish was point up the fact that things had changed, which had to be considered in any future updating of the books.

With that in mind, and with the experience of pricing panels for the *Pinball 1* and *Arcade 1* books providing successful models, a panel of eight vintage trade stimulator and counter game collectors, historians and dealers was assembled for this upgraded version of the volume 2 trade stimulator and counter game book with the understanding that the same panel would also serve for an upgraded version of volume 1 as well as for future volumes in the series. The resulting prices and estimated values have been augmented by data on actual dollar transactions between collectors and dealers as well as open auction prices paid up to the date of pricing where such data is available. The panel of eight was selected to provide as much rational pricing input as practically possible and to provide an equalizer for prices that may inadvertently be based on biased judgements and over-or-under enthusiastic estimates. In addition, the panel members represent the major trade stimulator and counter game collecting areas of the country in order to balance local value irregularities.

The pricing panel is made up of the following members:

Ken Durham, Washington, DC
Tom Gustwiller, Ottawa, OH
Larry Lubliner, Highland Park, IL
Alan Sax, Long Grove, IL
Dick Bueschel, Mt. Prospect, IL
Jack Freund, Springfield, WI
Jeff Frahm, St. Louis, MO
Bill Whelan, Daly City, CA

Each member of the pricing panel brings broad spectrum knowledge to bear on the evaluation of trade stimulators and counter games within their specific area of expertise. As such, each pricing authority therefore contributes both strengths and weaknesses to the assignment, the latter tempered by the knowledge of the other members of the panel. Final pricing was assembled by the author primarily based on overall averages on the inputs provided.

Time, Tide And Literature

Other things changed, and that was the world. By January 1986 Coin Slot Books had been bought out by Hoflin Publishing Ltd. in Wheat Ridge, Colorado, with significant changes in publishing philosophy. Where the original Coin Slot Books were designed to provide as much information as rapidly and economically as possible, resulting in fast turnaround black-and-white books at modest cost by vintage coin-op enthusiasts and neophyte publishers Bill and Rosanna Harris, Hoflin Publishing Ltd. is a dedicated book publisher concerned with content, expressed in better papers and binding. The Hoflin vintage coin machine books are also bigger books, with a greater depth of research and illustration material. The decision to go for an enhanced product has been borne out by the critical and sales success of *Pinball 1*, the recently upgraded *Slots 1*, the upcoming volume *Arcade 1* and the first volume in *Bueschel's Saloon Series*, all by your present author. So now it is time to apply the advantages of an expanded book to the trade stimulator and counter game books, *Trade 2* being first, with *Trade 1* to come soon behind it.

With that in mind, a few years back I started a file of critical and praising comments of the original editions of the trade stimulator and counter game books and tossed in an assemblage of original advertising and sales promotional material that I had been collecting for use in one way or another, final status unknown. When the need to upgrade the two volumes at almost the same time became known, it also settled the question of how to use this original printed material. Easy! Just follow the maker's lists. *Trade 2* will have the advertising for old trade stimulators while Trade 1 will have the same coverage for the later counter games. That makes these presentations truly unique, for nowhere else to my knowledge is there a collection of the original documents that introduced and sold these machines. The literature is, in effect, the software of coin machine marketing whereas the machines are the hardware. Strangely, the paper is rarer than the machines they depict. It is also a way to

find new and unfound machines. You will find a truly amazing collection of this vintage paper in both volumes with the value of the paper itself as often as not outdistancing the value of the machines they promote. I must say that finding the paper is generally more difficult than finding the machines. It is another aspect of my collecting that I am most pleased to share with readers. And if you find some more, let me know or, better yet, send me copies.

The physical changes in the past decade have also conspired to make machine finding more difficult. In the original *Trade 2* mention was made of the finding of a Groetchen PIKE'S PEAK in the basement of an old shop in the honky tonk row on South State Street in Chicago. Well, that shop is long gone. So is my friend Frieda Fenster. In its place is the massive new block long Harold Washington Library, the latest jewel in Chicago's civic crown. My feeling is one of ambivalence. The new main downtown Chicago Public Library will finally bring out all of its papers and directories, much of it inaccessible in buried files for years. That should make local research easier and more rewarding. But that old vintage row of buildings (one of them held the Mills *WonderLand* penny arcade in the early 1900s, and the arched front was still on the building) fell under the wrecker's ball. Sad, but progress. As collectors we have both gained and lost. Much the same thing is happening in other American cities and towns. So the basements we should be popping for old coin machines are getting filled or removed faster than we can get there. That is another reason for the trade stimulators list in this volume. Find these places now, before they are all gone.

Updates, Errors And Other Changes

All of the aforementioned considerations are based on a static update of an existing book, plus some useful and interesting additions. But the reality of this revised *Trade 2* volume is far different, for added research, new machine finds and the clarification of errors has rewritten the book from cover to cover. Every word and illustration in the original has been brought under careful scrutiny, and the result shows up in considerable change. The primary alteration has been one of pictures, with larger images and, where advisable, improved and more descriptive images replacing the originals. Every halftone in this revised volume has been reshot from original reflective art for the best possible reproduction, with many of the photographs new to this edition.

Then there are the corrections. I earlier quoted a letter from Bill Whelan, which I will now continue to explain his reasoning. Bill's full comments about the Groetchen ROYAL FLUSH were "Boy! Did you goof up here! This machine does not have 10 reels. Only 5. It's just that the window area is long enough to see one of two symbols, whichever way the shutter is positioned." And there it was, a true goof! But a subtile one, for that fact was never mentioned in the machine's sales literature or advertising. You have to own one of these things to know what is going on. Needless to say, the ROYAL FLUSH copy has been completely rewritten.

But it is not alone. Major rewrites have been made for many of the machines in the book, specifically for the Amusement Machine COMBINATION "JACK POT," Canda AUTOMATIC CARD MACHINE, Kelley FLIP FLAP, Dunn PERFECTION, Groetchen ROYAL FLUSH and Groetchen DIXIE DOMINOES. In addition, approximately half of the machines have had their copy edited in one manner or another to bring their stories up to date.

In addition to copy changes, there have been changes in dating, with the 100 machines copy rearranged to correctly place the Canda BONANZA, Canda AUTOMATIC CARD MACHINE, Caille JOCKEY, Caille JUNIOR BELL, H. C. Evans SARATOGA SWEEPSTAKES, Stephens PENNY DRAW, Daval BELL SLIDE and Shipman SPIN-IT.

If some of these names seem a little strange it's because some of the machine names have changed, too.

McLoughlin SALOON GIRL became PRETTY WAITER GIRL

Amusement Machine PERFECT CIGAR became COMBINATION "JACK POT"

Kelley LOOP THE LOOP became FLIP FLAP

Dunn MARBLE MATCH became PERFECTION

Mills PURITAN became PURITAN BELL

Garden City THREE OF A KIND became GEM THREE OF A KIND

Machine finds, new data and original literature revealed the correct names of machines that were originally and unknowingly misidentified. In that, it's great that we have been given a second chance to straighten out the story. Names were even corrected in the editorial section, with the Wedesweiler DICE-BOX of the original edition edited to the M. E. Moore DICE-BOX based on the nameplate on an example in the Bill Whelan collection, unknown and as yet unfound at the time of the first edition in 1981.

Confirmation was even made of the earlier misidentification of what is perhaps the most controversial trade stimulator ever made, that being the McLoughlin PRETTY WAITER GIRL of around 1880. In the original *Trade 2* volume we quoted a April 1972 article in *HOBBIES* questioning its original identification as a cast iron toy bank. Writer F. H. Griffith suggested that "The woman's figure would seem a little questionable with respect to being a child's toy saving device," a view with which we are in complete agreement. We subsequently discovered that this opinion was not advanced at the time of the discovery of the piece at least ten years earlier. The same Mr. Griffith, writing in the October 1961 issue of *HOBBIES*, stated:

"A second type GUESSING BANK has turned up and the action is the same as that of the conventional GUESSING BANK which is the figure of a man sitting astride a chair. The second type has the figure of what looks like a Gay 90s woman standing beside a section containing a coin chute and a dial with a revolving pointer. A coin is dropped in the provided slot at the top of this section and the weight of the falling coin causes the pointer to spin on the dial. The dial is numbered and if the depositor guesses the number at which the pointer stops he is entitled to withdraw the amount of the coins indicated. Otherwise the bank retains all coins. The name GUESSING BANK appears on the front of the bank and is made of a metal similar to that of the conventional GUESSING BANK. This, to the best of the writer's knowledge, is another new find in a mechanical bank."

Indeed. But doesn't the fact that the "depositor... is entitled to withdraw the amount of the coins indicated" on the wheel suggest a chance machine? It sure does to me. Had the collecting of coin machines and trade stimulators been active at the time of this error in identification the mistake would never have been made. But in 1961 coin machine collecting was all but unknown, with the hobby not building up a full head of steam until the 1970s. So we have moved forward, and our books and researches have contributed to the pool of knowledge. But it does want to make you find every cast iron bank collector in the country to take a look-see to find out if they have some trade stimulators that most of us have never heard of. That's the next search, and once again I'll suggest a decade to find what needs to be found. There's more out there. Somebody, somewhere, finds something every year. Maybe every month, or week. The opportunities haven't ended, and now we are all armed with an even greater inventory of knowledge. So gas up, and get out there and make New Year's Day of the year 2000 the date your collection becomes world class.

Richard M. Bueschel
414 N. Prospect Manor Avenue
Mt. Prospect, IL 60056-2046
1-708-253-0791
FAX: 1-708-253-0791
(Ask for FAX)

A Working Panel

Assembled to provide a updated pricing panel, a number of the eight pricing authorities went far beyond these duties. While all reviewed their prior figures or established new pricing points, four of the panel members were very influential in the complete upgrade and rewrite of the editorial sections of this revised version of *Trade 2*. Foremost among this group was Bill Whelan who reviewed the original edition word for word and picture by picture, contributing much in the way of rewrite requirements as well as a substantial number of new photographs that were required to clearly identify the specific machines and models. Ken Durham added contributions to the counter game descriptions, while collector Tom Gustwiller and collector-dealer Jack Freund provided backgrounding and photography for some of the exceedingly rare trade stimulators of the late 19th century and early 20th century that could have been obtained from no other source. Rather than a simple revision by its author, this volume is a credit to the dedication and giving nature of this group of dedicated trade stimulator and counter game collectors that believe in sharing their experience and knowledge for the common good.

All of the panel members have a continuing interest in the trade stimulator and counter game field and can be contacted in regard to their specific areas of expertise, as follows:

Ken Durham
909 26 Street N.W.
Washington, DC 20037
Tel.: 202-338-1342

Ken edits and publishes a bimonthly newsletter for counter game enthusiasts. Annual cost for 10 issues is $24, or $5 for a sample issue. Ken also edits the *ChicagoLand Gazette*, four issues for $10, sample $5. He will answer any questions about counter games if you send him a photograph and an SASE.

Tom Gustwiller
116 W. Main Street
Ottawa, OH 45875
Tel.: 419-523-6395

Tom has one of the largest (if not the largest) collection of elegant 19th century and early 20th century trade stimulators in the world, and is constantly on the lookout for machines he does not yet have.

Larry Lubliner
737 Barberry Road
Highland Park, IL 60035
Tel.: 708-831-1102

The original pricing authority for *Trade 1* at the time of its publication in 1981, Larry deals in vintage coin machines, unique antiques and theme restaurant decor through his ReFinders organization.

Alan Sax
3239 RFD
Long Grove, IL 60047
Tel.: 708-438-5900

As one of the largest vintage coin machine dealers in the United States, Alan Sax brings a rare insight into current pricing based on his machine volume turnover and experience.

Dick Bueschel
414 N. Prospect Manor Avenue
Mt. Prospect, IL 60056
Tel.: 708-253-0791

Vintage coin machine historian and writer, and author of this volume. Is very interested in new trade stimulator and counter game finds as well as original literature. Would appreciate your sending machine photos and copies of literature so that the progress of these finds can be cataloged and utilized in future volumes in this series.

Jack Freund
P.O. Box 4
Springfield, WI 53176
Tel.: 414-642-3655

Ardent collector of vintage 19th century trade stimulators and a dealer in all forms of coin machines, from counter games through vending and automatic payout slot machines, Jack's insights into dating and pricing were important in this volume.

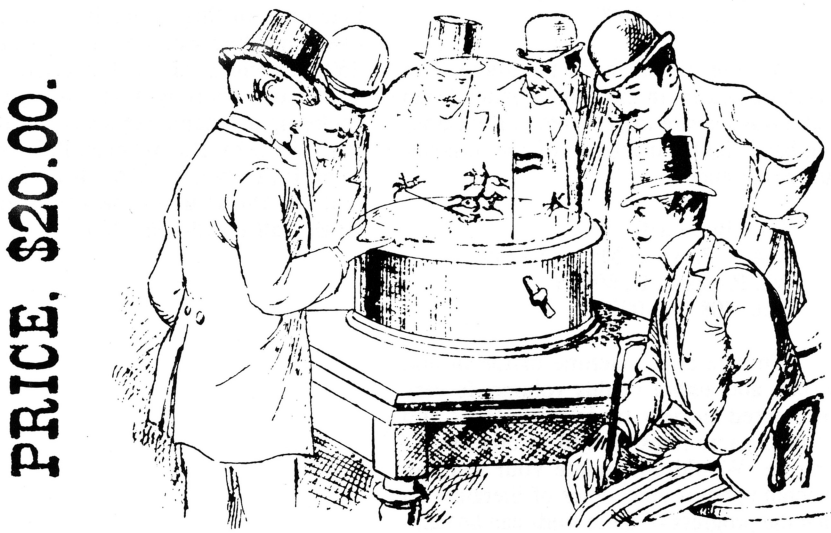
Tom Kolbrener and Jeff Frahm
St. Louis Slot Machine Company
2111 S. Brentwood Boulevard
St. Louis, MO 63144
Tel.: 314-961-4612

Major dealers in vintage slot machines, trade stimulators, counter games, vending and arcade machines and the like. Their expansive experience and turnover makes their contributions to the pricing contributions to this volume invaluable.

Bill Whelan
23 Palmdale Avenue
Daly City, CA 94015
Tel.: 415-756-1189

Quite possibly the premier counter game collector and historian in the Americas, Bill is also recognized for his machine restorations through his Slot Dynasty Coin Machine Restorations. Bill specializes in uprights, early cast iron machines, trade stimulators and color wheel painting. He also offers the largest selection of restoration award cards and reel strips for trade stimulators and counter games. Reproduction paper is available for most of the machines in this book. Bill can provide over a hundred variations of reel strips and 260 different award and instruction cards, with more coming. Write for a catalog, enclosing a 3-stamp legal size SASE envelope. Write to: Bill Whelan, P.O. Box 617, Dept. B., Daly City, CA 94017. For information about machine restoration or repair, call 1-415-756-1189.

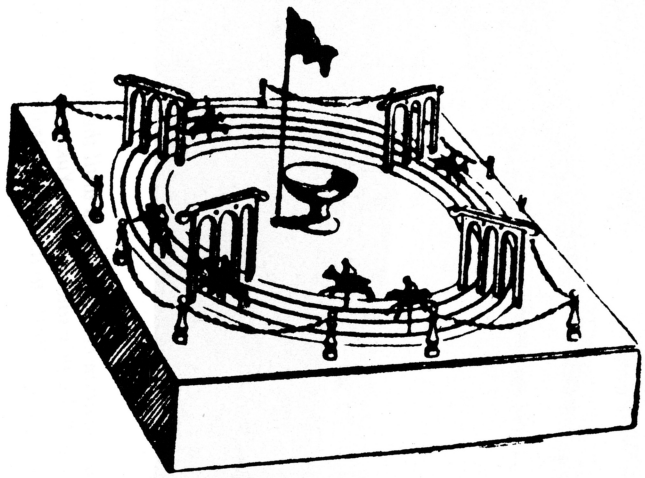
Both a spectator and a gaming sport, THE RACE OF MINIATURE HORSES (Le jeu des Petits Chevaux) is played by the French at Vichy in the early 1900s. Gambling went along with taking the waters at the fabled spa and health springs of antiquity. The game was further miniaturized as a table top amusement and widely exported in the late 19th century. Author's Collection.



By the late 1880s the coin operated race game was a bartop standard. Customers placed side bets, or bet against the house. This is the 5¢ play Rothschild AUTOMATIC RACE TRACK offered in the 1889 catalogue of R. Rothschilds And Sons of Cincinnati, Ohio. It was probably made for them by a private label producer. Author's Collection.

When the West was wild! The private Pullen Museum in Lynnwood, outside of Seattle, Washington, displayed these old saloon location coin machines until the summer of 1972, when they were sold at auction. These machines came from Alaska, originating in Skagway's famous Pullen House hotel and "Soapy" Smith's saloon of the Yukon Gold Rush days. Trade stimulators are, far left and fifth from the left, Mills COMMERCIALS of 1904; center, a Wheeland PERFECTION card popper of April 1901; to its right a Drobisch STAR REGISTER and second from the far right, a Drobisch No.5 DICE MACHINE of April 1897. Author's Collection.

New French Race Game.



15 inches square, 7 inches high.

Six horses on three courses, numbered from 1 to 6.

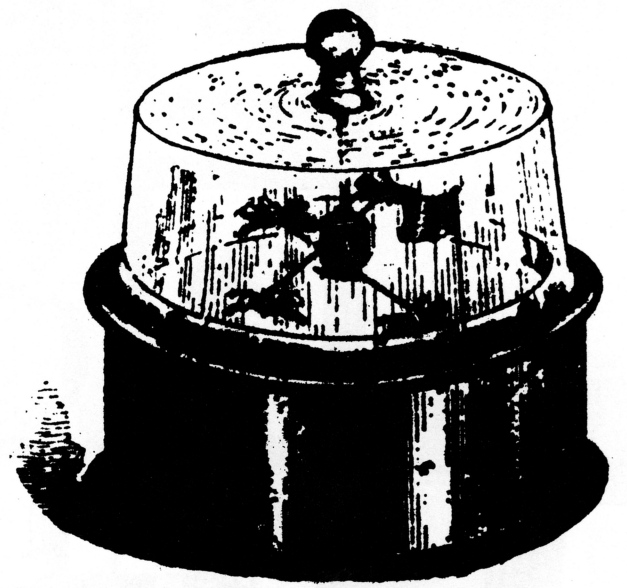
No saloon, cigar store or pool room should be without one of these games; ahead of all others. Can be worked on the same system as on real race course. Away ahead of all the automatic games now on the market. No waiting for nickel to be dropped in the slot. Make your own pools and commissions. All latest improvements. Cannot get out of order. Any one can work it. One man cleared $60 in one night. Send for one and convince yourself of its money-making powers. Securely boxed for shipment. Sent on receipt of price, $15. Send orders with cash to

RICHARD K. FOX,
Franklin Square, New York City.

Richard K. Fox, the amusement entrepreneur and publisher of The National Police Gazette, imported the NEW FRENCH RACE GAME for sale to saloons, cigar store and pool rooms. Fox claimed it was "away ahead of all the automatic games now on the market. No waiting for the nickel to be dropped." This ad appeared in the April 26, 1890 issue of his publication. Author's Collection.

SPORTING GOODS.

The Excelsior Automatic



RACE TRACK

WILL GIVE YOU A STEADY INCOME FOR A SMALL INVESTMENT.

No saloon or cigar store should be without one of these machines.

By dropping a nickel in the slot the horses go. Everything fair and square. The machine being so made that the position of the horses is changed in every race.

The construction being simple, makes it impossible to get out of order.

One hundred races can be run in an hour, and every race means 5 cents for you, not counting profit on sale of goods.

Price, Complete, $12.00.

Send Orders to

RICHARD K. FOX,
Franklin Square, New York City.

The first of the nationally popular race games, and the forerunner of the saloon location trade stimulator. The EXCELSIOR AUTOMATIC (with the "AUTOMATIC" portion of the name soon dropped) was made by The Excelsior Race Track Company of Chicago. This ad is from the January 4, 1890 issue of The National Police Gazette. Author's Collection.

Slot Machines, Brass Railings, Etc.

SLOT MACHINES.

We manufacture and deal in all kinds. We operate Nickel Machines, everywhere where protection can be given. by contract or commission. Agents or Representatives wanted everywhere.

Nickel Machines furnished for Fairs, etc.

WM. ROHDE MFG. CO., 120 OPERA PLACE, CINCINNATI, O.

Long Distance 'Phone Main 1437—R.

BERNARD SICKING,

Manufacturer of All Kinds of **SLOT MACHINES.**

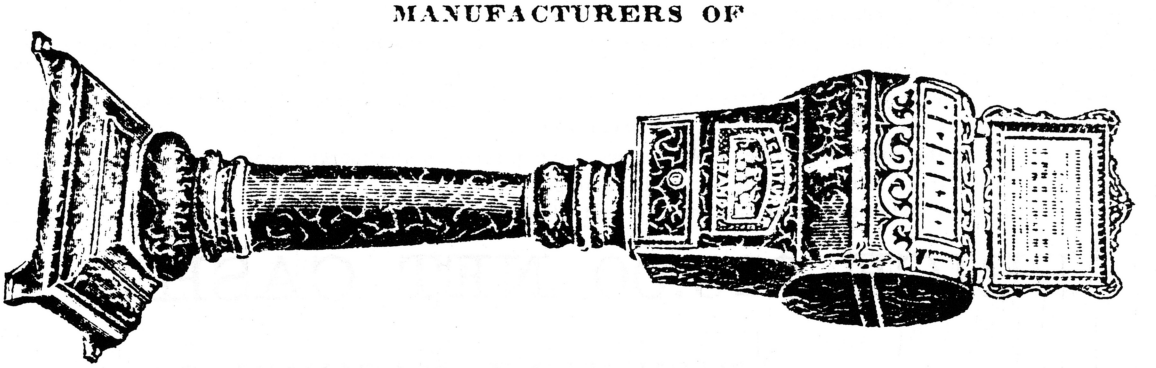
1931-1935 FREEMAN AVENUE,

PHONE WEST 838. CINCINNATI, O.

SLOT MACHINES.

SICKING MANUFACTURING CO.

MANUFACTURERS OF



Coin Operating Machines and Novelties of Every Description.

1931-1935 FREEMAN AVENUE.

Place out Machines on Commission or Rent, also all kinds of Repairing done.

MODELS AND PATTERNS. PHONE WEST 838.

In the beginning all coin machines, including trade stimulators, were called "slot machines." These advertisements from the Cincinnati city directories in the early 1900s shows some of the local producers. The poker reel Sicking CENTURY GRAND card roller, sideways along the bottom, was introduced in 1906. Author's Collection.

A NEW IDEA!

The Combination "Jack Pot."

NICKELS OR CIGARS.

Just What You Have Been Waiting For.

The only "Jack Pot" Machine on the Market that Gives out Cigars, Drinks, or Money. Has all the advantages of the Three Jack Pot and None of its Disadvantages.

A Genuine Record Breaker, It Cleared $65 in One Day.

It is Allowed to Run where Others would be Stopped.

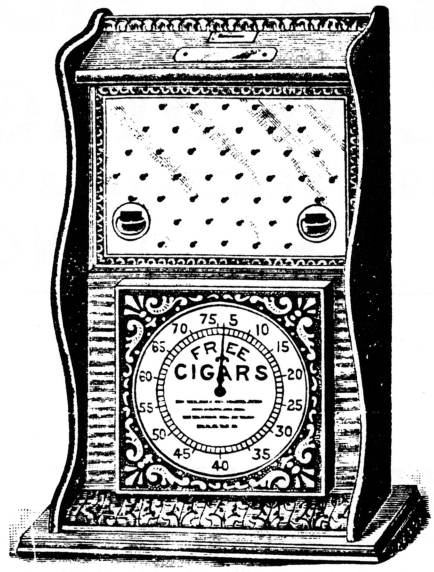
The most fascinating of all slot machines.

Every time a nickel falls in the "**pot**" it operates the automatic dial and the "pointer" moves once for each nickel.

The Dial

shows how many **cigars, drinks, or nickels** the player is entitled to, which may be as high as **$3.75** of either.

Needs no **feeding,** as it feeds itself automatically, which is a great advantage.



Base, Size 8x12 Inches. Weight, 15 lbs.

By turning back the "pointer," which is done from the back of Machine, you can run the **Jack Pot** as high as **$10.00.**

The player may take his winnings in Nickels, Cigars or Drinks.

The Machine

has an **automatic register** which shows how many cigars or nickels have been given out.

It needs no **watching;** just set it up, it will take care of itself.

It has our new "Regulator," by means of which you can regulate the "rake off" or "percentage" to suit yourself.

The Nickel when dropped in the Slot will vibrate over the pins, and either fall into the "Jack Pot" and operate the "pointer," or it will fall into either one of the winning "pockets."

When the Nickel falls into either one of the winning "pockets" the Player is entitled to the number of Cigars, Drinks, or Nickels as indicated by the "pointer."

☞It is unnecessary for us to state the earning capacity of this wonderful Machine. A sample will convince you that it is the **Best investment you ever made.**

This is one of the most attractive Machines we have placed on the market, made of highly polished quartered Oak, with Carved Mouldings and Nickel Trimmings.

All the parts are extra strong and cannot get out of order.

PRICE, $15.00 NET CASH.

Manufactured by **AMUSEMENT MACHINE CO.,**

587 and 589 HUDSON STREET, NEW YORK.

N. B.—On account of the very low price we are selling these Machines at, we cannot take the risk of having any returned at our expense, therefore all orders must be accompanied by a deposit of at least $2.00 on each Machine ordered, to insure good faith.

You can make remittance by Post Office or Express Money Order, or Bank Draft, or you can leave a deposit with the Express Agent in your city, and authorize him to purchase the Machine for you.

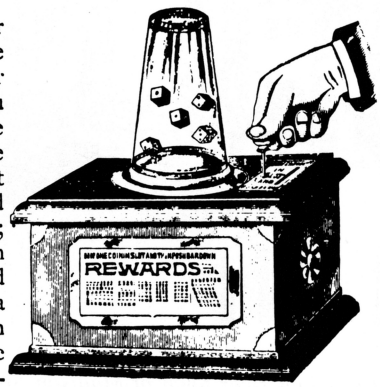
Unknown in name and maker when the machine was first found, the identification of the Amusement Machine Company COMBINATION "JACK POT" came after the discovery of an original 1892 advertising flyer. Pays off in cigars given over the counter for the number indicated on the pointer once a nickel falls in one of the two pockets. Author's Collection.

The Mississippi river town of Madison, Iowa, was a lively saloon and trade stimulator area, both because of the river traffic and visitors to the Iowa penitentiary. This is the Axt Drug Company in town, with a Caille GOOD LUCK close to the cash register. Circa 1906. Author's Collection.

The beginning of it all. McLoughlin's GUESSING BANK, known to toy bank collectors as the "Banker Who Pays" or "The Man In The Chair," is a true trade stimulator and the first know coin-operated chance machine. Made for saloon placement, its use was forgotten over the years with its patent description as an "Improved Toy Bank" erroneously classifying it as a toy bank. Photography Ken Rubin.

Perhaps the most explicit trade stimulator ever made, the Mcloughlin PRETTY WAITER GIRL GUESSING BANK of the 1880s is hardly a child's toy. Unquestionably made for saloon placement, only one known example has survived the years. The name comes from the universal saloon cognomen for barmaids of questionable virtue. Photography Larry Lubliner.

Automatic Dice Shaking
SLOT MACHINE.



THIS machine will pay for itself in from one to three days, will double your cigar sales from the first day you put it on your counter. One of our Machines placed on the cigar stand of a prominent hotel in this city, received $160.00 within three weeks; another Machine, received in one day, $18.60 and disposed of 265 cigars, thus netting a fraction over 7 cents for each cigar. We could produce many showing where the Machines have paid for themselves in from one to three days, and challenge any one to show where any one of our Machines has ever been placed on a counter for thirty consecutive days that has not paid for itself.

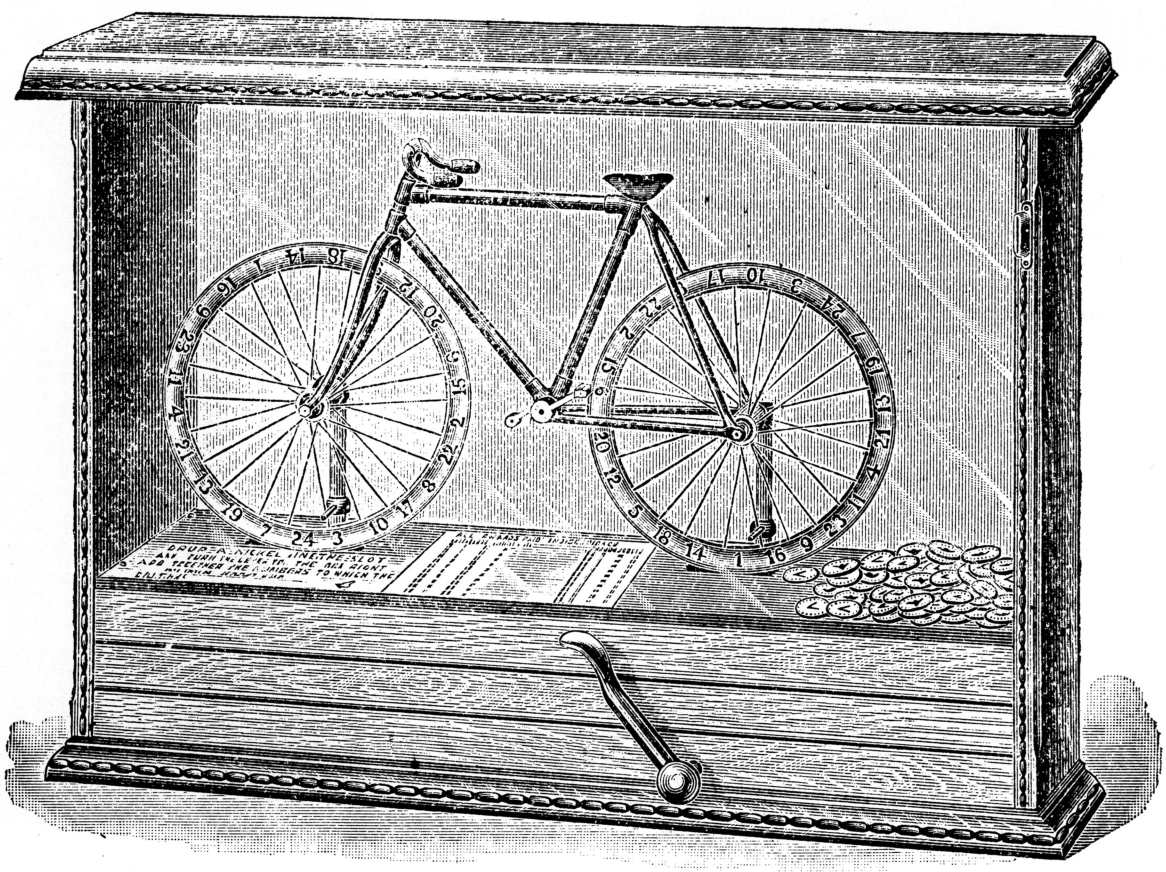
We furnish you with different Reward Cards, as for instance: one of our Reward Cards gives the player 15 winning numbers; another, 17, and the one we recommend, 19, which encourages better play where they win.

SIZE, 13 inches high; 9 inches deep; 11 inches wide.
WEIGHT, 6 lbs.; with shipping box, 8 lbs.
PRICE, $10.00 Net Cash.

THE CHAS. T. MALEY NOVELTY CO.
CINCINNATI, O.

One of the many dicers made in the early 1890s, the Charles T. Maley AUTOMATIC DICE SHAKING SLOT MACHINE of 1893 was specifically made for barroom placement. The problem of glass dome repair, often broken by irate players when their throws didn't pay off, was solved by making the replacement part a standard flat bottomed bar glass. Author's Collection.

Below: Often it was hard to know who the maker's were, as agents placed their own names on re-sold machines. Here the William S. Turner Distilling Company of Cincinnati, Ohio, promotes THE BICYCLE with no mention of its origins. This version was made in the area by the Sun Manufacturing Company of Columbus, Ohio, starting in July 1897. Author's Collection.



WINNER ROULETTE

SIZE, 13 X 7 INCHES. WEIGHT, 8 LBS.

A Perfect Miniature Roulette Wheel.

The above cut is a picture of the nickel in the slot machine. When the nickel is placed in the slot and the handle pressed, the wheel is rapidly revolved which at the same time throws the ball at a high speed, after which the ball will fall into one of the numbered holes.

THE REWARD CARD

shows what the player is entitled to—**CIGARS, DRINKS,** or whatever you choose to pay out. ONE OF THE MOST EXCITING and interesting of Slot Machines.

IT IS DOUBLE FASCINATING, as it appears so easy to win.

It is bound to tempt your customers to drop their nickels in.

The uncertainty as to where the ball will drop keeps the player under continued excitement.

This is quite a departure from the average run of slot machines, as the interest created by its operation is a fair exchange to the player for his money, even if he obtains no rewards.

It Therefore Satisfies Everybody.

It must be seen in operation to be appreciated, as cold type cannot do it justice.

It is one of the handsomest machines ever made. The case is made of highly polished decorated nickel-plated metal, and warranted not to get out of order.

We have lately added many improvements to this machine. There is no way of robbing the machine of its contents. We use specially made locks for the money drawer.

The machine can be altered in few seconds to work either with a cent, nickel or dime, and can be re-changed again by moving the slide attached to the slot hole; it can be adjusted to work with any coin.

FINANCIAL.

You can sell hundreds of these machines in large Cities and a great number in smaller Towns, and we are sure that by securing a good territory for this machine you will be able to make from two to five hundred dollars a month. The attractiveness and purpose will secure for this machine a place in Saloons, Cigar Stores, Barber Shops, Sporting places, etc. The field for it is innumerous and not limited.

EXCLUSIVE TERRITORY.

We will grant you a territory if you want to handle this machine, and we will give you all information how to proceed, but you must, before negotiating for territories, buy one machine in order to see if it will pay you to invest.

PRICE, $8.00.

Liberal discount will be given and most liberal terms offered to buyers of the machines in quantities.

TERMS.

We sell our goods only for cash. One-third of amount must accompany the order, the balance we will collect C. O. D. We will take in payment only New York Drafts, Express or Postal Money Orders. We make no charges for packing, boxing or drayage. We allow 5% discount when full amount accompanies the order. No deviation from these terms.

Address all communications and make all checks and drafts payable to

J. W. STIRRUP MFG. COMPANY,

70 to 76 FULTON STREET,

New York City.

J. W. STIRRUP, PROPRIETOR.

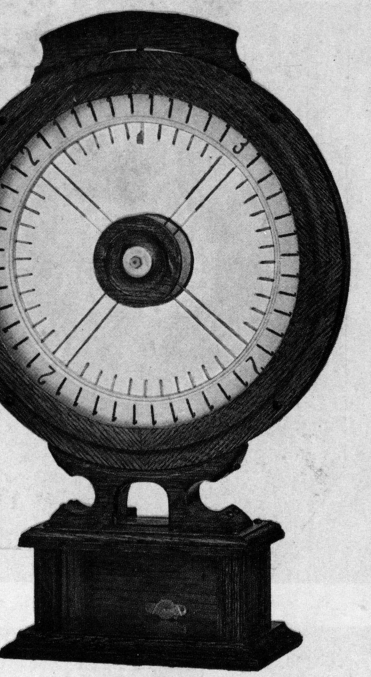
Simple paper flyers were sent out in the mail, or given to travelling agents by the droves. The cheap paper quickly disintegrated, which makes the survivors rare. This is the flyer for the 1897 WINNER ROULETTE by J. W. Stirrup Manufacturing Company in New York City. Author's Collection.

Typical location of the teens and twenties has a Hamilton Manufacturing Company "Diamond Top" DAISY close to the cash register. It's tiny, but you can see it at the tip of the cashier's left hand. Location is the Great Northern Cigar Store in Hot Springs, Arkansas, circa 1916. Author's Collection.

Trade stimulators add a touch of class to commercial museums and tourist exhibits. This is the reconstructed barber shop in the old Walker Tavern at Irish Hills in southeast Michigan, just off the old stagecoach route of Michigan Route 12 between Chicago and Detroit. The machine is a Caille ROYAL JUMBO, circa 1906. Author's Collection.

PREMIUM OFFER No. 1173

WRIGLEY'S "FAIREST" SLOT MACHINE ASSORTMENT



20 Boxes of Gum and Slot Machine for $16.00

Freight Prepaid

When the coin is placed in the slot the wheel is rapidly revolved by its own momentum, the small rubber indicator at the top showing what the player is entitled to.

The wheels are numbered with one 3, three 2's and forty-four 1's. Numbers visible from both sides, making it unnecessary to turn the Machine around to see the winning numbers.

The Fairest Wheel always gives one or more and sometimes three times the player's money's worth, but, the average sale is six for twenty-five cents.

Cannot be manipulated by slugs as last coin played remains in sight until released.

Is constructed of oak, golden finish—metal parts nickel plated, highly polished.

We offer this Fairest Wheel with 20 boxes of WRIGLEY'S SPEARMINT WRIGLEY'S DOUBLEMINT JUICY FRUIT EXPORT PACKAGE, Juicy Fruit (long bar), Sweet 16 (assorted flavors), Vassar, Pepsin or Zeno Vending Machine Gum, for $16.00,

Freight Prepaid **ORDER FROM YOUR JOBBER** *Freight Prepaid*

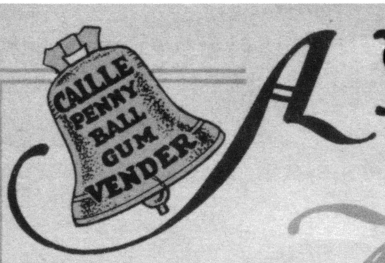
To keep the Gum fresh and in good salable condition have it packed in WRIGLEY'S New No. 6 "NICKEL-TOP" JAR. See last page for particulars.

The maker's name was lost on the Decatur THE FAIREST WHEEL as often as not. Here it is promoted as Wrigley's FAIREST SLOT MACHINE. In actual fact it is the FAIREST WHEEL NO.3. Buyers of Wrigley gum got the machine all but free with 20 boxes. Courtesy Jack Freund.

Many of the trade stimulator makers were small businessmen. Here is a typical letterhead from the Flower Manufacturing Company of Cincinnati, Ohio. O. H. Flower was making cigar machines by 1912. One can only suspect that the little girl with the squash racket was his daughter. Author's Collection.

Action at the checkout counter at the Ballou Latimer Drug Store in Boise, Idaho, in the late teens. The Mills COMMERCIAL caught the extra pennies in change, paying off in merchandise. Author's Collection.

Donald L. Mauger, center, stands with his sales staff waiting for customers in his general store. The cigar counters are clear, but the checkout counter has a Decatur FAIREST WHEEL No.3 and a Jonas D. Bell DEWEY, both probably earned by case gum credits with Wrigley's. The store location is in Paoli, Indiana. Rich Penn Collection.



A NEW ARRIVAL

in the famous BELL FAMILY

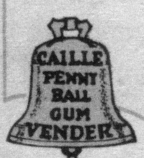
CAILLE-PENNY-BALL-GUM-VENDER

Can Be Used Everywhere

In every city, town, village and hamlet there are many locations for the CAILLE PENNY BALL GUM VENDER. Drug stores, cigar stores, confectioners pool rooms, dance halls in fact any place where people gather will be found a profitable location for this construction.

THE CAILLE PENNY BALL GUM VENDER

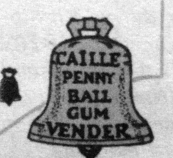
THE CAILLE PENNY BALL GUM VENDER opens a new field for operators as it can be operated anywhere and everywhere—no territory is closed to this vender. It is the greatest small coin machine ever offered—real three-in-one combination, a regular penny ball gum vender, a fortune teller and a miniature Operator's Bell. Reel strips are of the standard Cherry, Bell type, same as used on leading makes of Mint Venders and Operator's Bells for many years and have proven so attractive and well known to the public. Fortune telling reward card has same combinations as the Bell type machine. The fortunes are interesting and amusing.



Casino Amusement-Machine Co.

70 Monroe Avenue

DETROIT, MICH., U. S. A.



Introductory flyer for the Caille PENNY BALL GUM VENDER of 1925. Distributor is the Casino Amusement-Machine Company in Detroit. Author's Collection.

Waiting for customers at the Economy Drug Company in Fargo, North Dakota. Fountain has a Coca-Cola sign at left, while the cashier's counter has a Mills JOCKEY poker machine at the far right. Circa 1904. Rich Penn Collection.

The Mills COMMERCIAL had a long trade stimulating life. Here is an example at the Big Curio Store in Tijuana, Mexico, during Prohibition in the 1920s. Tourists that went south for a drink often ended up in the souvenir shop. The card machine is at lower right, catching the customers as they went out. Author's Collection.

FORTUNE TELLER

BALL GUM VENDER

IMPROVED MODEL

It Get's the Money!

CAILLE'S

Fortune Ball Gum Vender

THE MACHINE THAT HAS MADE GOOD EVERYWHERE

Descriptive Circular and Special Information about placing and Operating this Wonderful Money Getter sent on request.

OPERATORS AND DISTRIBUTORS

Send for Our Special Proposition on Quantities

THE CAILLE BROTHERS CO.

6216 Second Boulevard :: DETROIT, MICHIGAN

The improved model of the Caille PENNY BALL GUM VENDER reintroduced as the Caille FORTUNE BALL GUM VENDER with an aluminum front. This ad is from the June 1927 issue of The Automatic Age. Author's Collection.

All but the spitting image of the Caille product, the Superior Confection company FORTUNE BALL GUM VENDER has the same name. The difference is in the marquees, with the Caille reverting to the original aluminum frame. This machine was also advertised in the June 1927 The Automatic Age. Author's Collection.

6 GREAT MONEY MAKERS!

"SMALL COINS BUILD GREAT FORTUNES"

Mills Puritan Bell

The "King Pin" of small machines. The Puritan occupies a counter space of 7 x 9 inches and is 9 inches high. The cabinet is made of highly polished aluminum and is attractively decorated in red, green and yellow. Reward cards and reel strips are also in colors. Player deposits coin in chute, pulls down handle, causing reels to spin around. The different combinations which show up after the reels have stopped, entitle player to Rewards indicated on reward cards. Rewards are paid over counter. Built for nickel and quarter play.

Mills Little Perfection

A dandy little card machine, speeds up sales on cigars, candy and other merchandise. The crowds stand around for hours at a time dropping in coin after coin. Its spinning reels, the colored cards and the various combinations that turn up are intensely fascinating to all classes of trade.

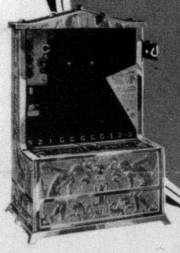
The Little Perfection is handsome in appearance and occupies little counter space. Built for pennies and nickels. Earns from $15.00 to $25.00 per week.

Mills Jockey

The Jockey is the same as the Little Perfection except that three people may play it at one time. The slots numbered 1, 2, and 3 correspond with the poker hands 1, 2, and 3. Reward card indicates winning combination. The Jockey cabinet is finely finished with a highly decorated aluminum front. It is built for penny or nickel play, and comes complete, ready to operate. Makes from $20.00 to $40.00 per week.

REMEMBER!

Put a Mills Trade Stimulator on your counter! Your customers will take to it—play it—stay for hours at a stretch, meanwhile spending other money on your regular merchandise. These machines take up small space, are easily moved and handled, and are automatic in operation.



Mills Target Practice

A real trade stimulator, has an irresistible appeal. Trigger shoots coins toward the targets; if it misses, coin trickles through pins and drops into slots marked 1, 2, 5, or G.

No. 1 means 5c in trade, No. 2, 10c, and No. 5, 25c; "G" means gum, which you hand out over the counter. Most merchants use penny ball gum or mint balls. Takes in $20.00 to $30.00 per week.

Mills Wizard Fortune Teller

Takes care of the curious people and, as you know, all people are curious. Tells your fortune for a penny. "How do I look to others?" "Shall I be wealthy?" "Am I going to marry?" "What will my future wife look like?" The Wizard answers these questions and many more in a manner that is humanly interesting. A real little profit maker. Takes in $12.00 to $20.00 a week in hundreds of stores.

Mills Firefly

A fine little money maker. The Firefly sells a "shot" of electricity for a penny. Current is supplied from an ordinary dry battery which comes with machine. Case is painted an attractive red with crackle finish and is simply constructed. Everything it takes in is clear profit and it earns $12.00 to $20.00 per month in stores like yours. A great little Fun-maker.

Mail the Enclosed Order Blank Today and Cash In Immediately!

Successful Merchants Have Used Them For Years

Six Great Money Makers—Six of the finest small machines ever built for the storekeeper. Convenient, amusing and real profit-makers. Remember that small coins grow into fortunes, interest your patrons into spending their small change! These Six Mills Machines are headliners in the small machine field and carry with them the backing of many thousand merchants who have used them with great success for many years.

Pep Up Your Business!

Trade Stimulators—Money Makers—so low in price and so efficient at making profits that they pay for themselves in a few weeks time. Every merchant, large or small, is striving at all times to "Pep Up Business." You want customers coming to your store, the ring of the cash register, quicker turnover of all lines you sell! Let us help you wake up your trade with some of the machines listed in this circular. Each one of these machines is a real salesman—an effective advertiser, a tireless worker, a likeable personality! Put one or more in your store and get all the trade that belongs to you!

MILLS NOVELTY COMPANY

4100 Fullerton Ave.
CHICAGO ILL.

The full Mills Novelty line of trade stimulators and counter games at the time this sheet was printed on June 19, 1929. The games have been recreated from older machines in lesser cabinets, replacing the oak and cast iron of the pre-World War 1 years. The PERFECTION poker machine is boxy, the JOCKEY has a full aluminum front, and the PURITAN BELL has fruit reels. Author's Collection.

A Guide to Finding Antique Coin Machines

One of the distinct advantages of living in a freeway society is the fact that getting from one city to another by car is relatively fast and economical when compared to the alternatives. But there's also a loss; it's more aesthetic than actual. We no longer see a cross-section of the countryside. The major losses are the small towns and old city neighborhoods that forged our land. The rural towns and old city buildings are still there, but for all practical purposes the only traffic is local.

When going from one place to another the dedicated coin machine collector takes a different view, as well as a different road. Probably even a different car, if a passenger car at all. More likely our collector has a station wagon or a van with plenty of room to haul machines and a bunch of old blankets or corrugated boxes to protect any finds that might show up. Sure it's a junky way to travel and it generally requires an understanding spouse or partner, but if coin machines and trade stimulators are where you're coming from, that's the way you'll go. Read on and you'll soon see why.

As the first and up to that time the only book devoted to trade stimulators the first volume of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* published by Coin Slot Books formalized a collectible field that had been growing by leaps and bounds the previous two or three years. The reasons for such growth were multiple, but primarily centered on the fact that coin machines – from slot and gambling machines to old cigar trade stimulators, counter games, arcade machines, juke boxes, music, vending machines and pinball games – had become one of the hottest new areas of collectibles in the country. The trade stimulators and counter games came in for special attention because they were becoming available in greater numbers, were small enough to place on a table or sideboard, provided a multitude of fascinating play features, and were relatively inexpensive compared to their larger automatic payout gambling machine counterparts.

They also have additional and unique charms. For one thing, trade stimulators and counter games are legally collectible in virtually all states – automatic payout slots aren't and can lead to trouble depending on where you live – and above all else, they are a lot of fun to play. The fantastic array of play principles that can be found in counter games cannot be matched by any other collectible, not even toys or mechanical banks. The best part of all is that the player gets some form of action when every one of these machines is played. They are literally games, as their name implies. Why it took so long for collectors to tumble to the playing and collecting joy of trade stimulators and counter games is really a mystery; they've been

This is back in the days when drugstores really sold drugs, as well as sodas and cigars. The man behind the counter at center right is standing beside a Decatur FAIREST WHEEL NO. 2 cigar trade stimulator with a glass-walled cash box. The location is in Maryland around 1898. Ira Warren Collection.

A California gold country saloon in the early 1900s. A Mills LITTLE PERFECTION card machine is at the far left end of the bar. Birnbaum Collection.

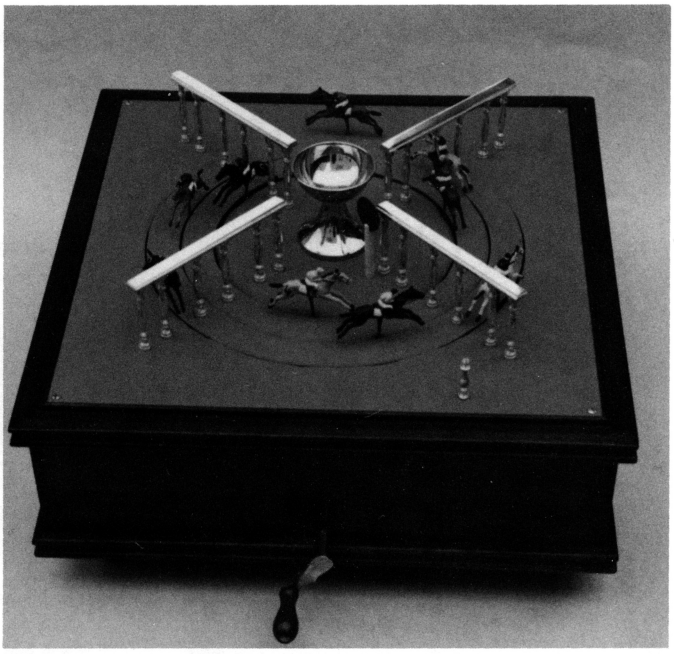
around for years. Perhaps it took the nostalgia craze and the willingness to regard printed advertising and lithographed signs as art that finally brought the non-payout coin-operated games out of the darkness. But when it happened, it happened big. Specialized trade stimulator and counter game collectors began to buy up the machines in antique shops and in the hands of slot machine collectors. But as far as the open market was concerned it stopped right there. There just weren't that many in private hands. As a result, and as of this writing, there are collections to be sure, but nowhere near the large and commanding collections that there are in most other fields of antiques. In the collectible field of trade stimulators and counter games anyone can be major collector. It takes money to be sure – just pay high prices and buy everything that you see or hear of and you'll have a big collection in a hurry – but more than money it takes knowledge and perseverance.

That's probably the most interesting and exciting aspect of collecting trade stimulators and counter games. Many of the machines that end up in collections aren't bought, they're found! Because the discipline has been largely ignored for so long few people up to now bothered with the devices. The antique shops aren't cleared out (not yet, anyway) and many of the hundreds and thousands of these small counter machines that were put in storage, tucked in a barn, packed in a warehouse, stashed away in the basement of an old store, saloon, restaurant, pool hall or hotel, or taken home years ago by an old storekeeper or bartender, are still there. It sounds illogical that in the 1990s you can find the coin operated trade stimulators of the 1890s and early 1900s and the counter games of the 1920s, 1930s, the '40s and the '50s in their original locations or in somebody's barn or basement. But it happens all the time. If you know what you're looking for, and have an idea of what it's worth, you can increase your odds of making original finds and have it happen to you.

It was to start to meet this need for knowledge and value that led to the writing and publication of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* first published in November, 1978. The general idea was to create a guidebook to the most popular machines, specifically those that could be found at flea markets and in antique shops as well as in the hands of dealers and collectors and the ones most likely to be discovered based on the large number of like machines sold and operated in their heyday. As a result, the first book covered most of the more common machines that most fitted the "popular" category and tended to stay away from rarities. It has become a handbook for most of the trade stimulator collectors and dealers, and if you're interested in this area of collectibles you'll want to be sure to have a copy.

If the first volume fell short anywhere, it was in the area of the clarification of an otherwise unidentifiable original find. With only a hundred machines detailed in a collectible field that has many times that number, it was soon obvious that the truly enthusiastic collector needed to know about a lot of machines, including the hard-to-finds and whatever else has

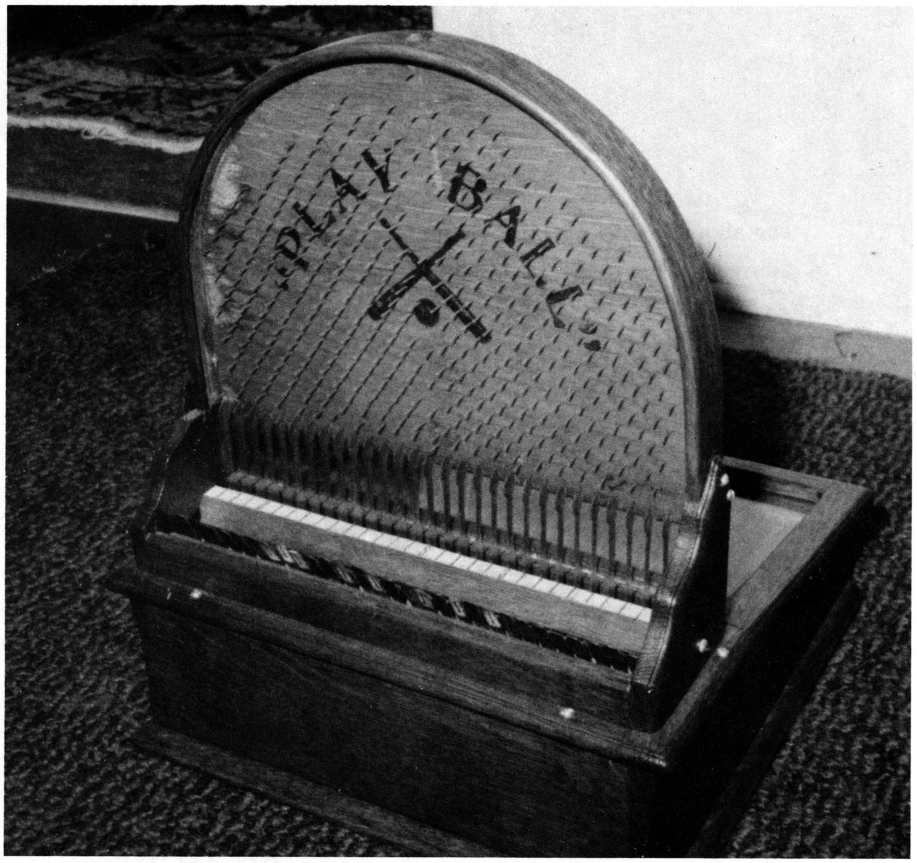
Here come the coin-ops! The middle 1880s M.E. Moore DICE-BOX cigar cutter at left is manual. The coin-operated PERFECTION machine in the middle was made by Dunn Bros. of Anderson, Indiana, around 1905. At right is the classic AUTOMATIC DICE SHAKING MACHINE of 1892 made by the American Automatic Machine Company of New York City. Allan Pall Collection.



There was a wide variety of chance devices in use before coin operated machines came along. This is typical of the many race games imported from France and England and played in saloons for cash or drinks in the 1880s and 1890s. These early play principles later showed up in coin machines. Bill Whelan Collection.

been found and needs finding. Thus, this follow-up volume of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators – Volume 2* was born, adding a second hundred machines to the cataloging of trade stimulators and counter games, and providing identification, information and costs for both popular and obscure machines, with additional volumes in this series already in the works.

Trade stimulators and counter games are practically unique in this regard. As most of the new machines that enter collection must be found rather than bought on the open market, knowledge of little known and otherwise rare machines is a must for the tracker. So is a sixth sense that puts the collector in a van on the back roads of rural America. Between these price guides and a willingness to hustle, you'll be amazed at your success because – for sure – you'll find machines.



American ingenuity created many non-coin commercial and saloon trade stimulators in the early years, paving the way for the later coin-operated machines using the same playing features. This is the Waddel PLAY BALL of 1897. The player gave the merchant a nickel for some marbles, then dropped them in the top for a score and a hoped-for payout in merchandise. Its original advertising called it a "cash drawer and vending machine combined." Allan Pall Collection.

AUTOMATIC DICE SHAKING MACHINE.

Weight 7½ lbs.

SIZE.
13½ Inches high.
Base 8¾ inches wide.

The above is a cut of our Automatic Dice Shaking Machine. To operate it all that is necessary is to drop a penny in the slot and push the bar down, when the dice will be thrown sharply against the top of the glass globe and fall back on the green circular table in the globe

The "Reward Card" on body of Machine is pasted on. and, therefore can be varied to suit the requirements of different localities and businesses.

The advantages this Machine posesses over all others in the market are that it is strong and simple of construction, and therefore not liable to get out of order; it will earn the price of the Machine in 10 days time. It throws the dice well and squarely and therefore precludes any question of dispute; and that its size, form and weight makes it easily portable and convenient for placing without a stand.

PRICE OF SINGLE MACHINE $7.50

Special rates given to parties who desire exclusive territorial rights.

Remittance can be sent with the order, but if desired, machine will be sent C. O. D. if $1.00 is sent as a protection for express charges which will be deducted from the amount.

Exclusive rights given to investors.

Address all communications to

HUDSON MOORE,

29 MURRAY STREET, NEW YORK.

Here's how they sold coin-operated trade stimulators in the early 1890s. This is the Hudson Moore catalogue page for the American Automatic Machine Company AUTOMATIC DICE SHAKING MACHINE, circa 1892. Note the circular tin cabinet on a wooden base. Courtesy of New York Historical Society, New York City.

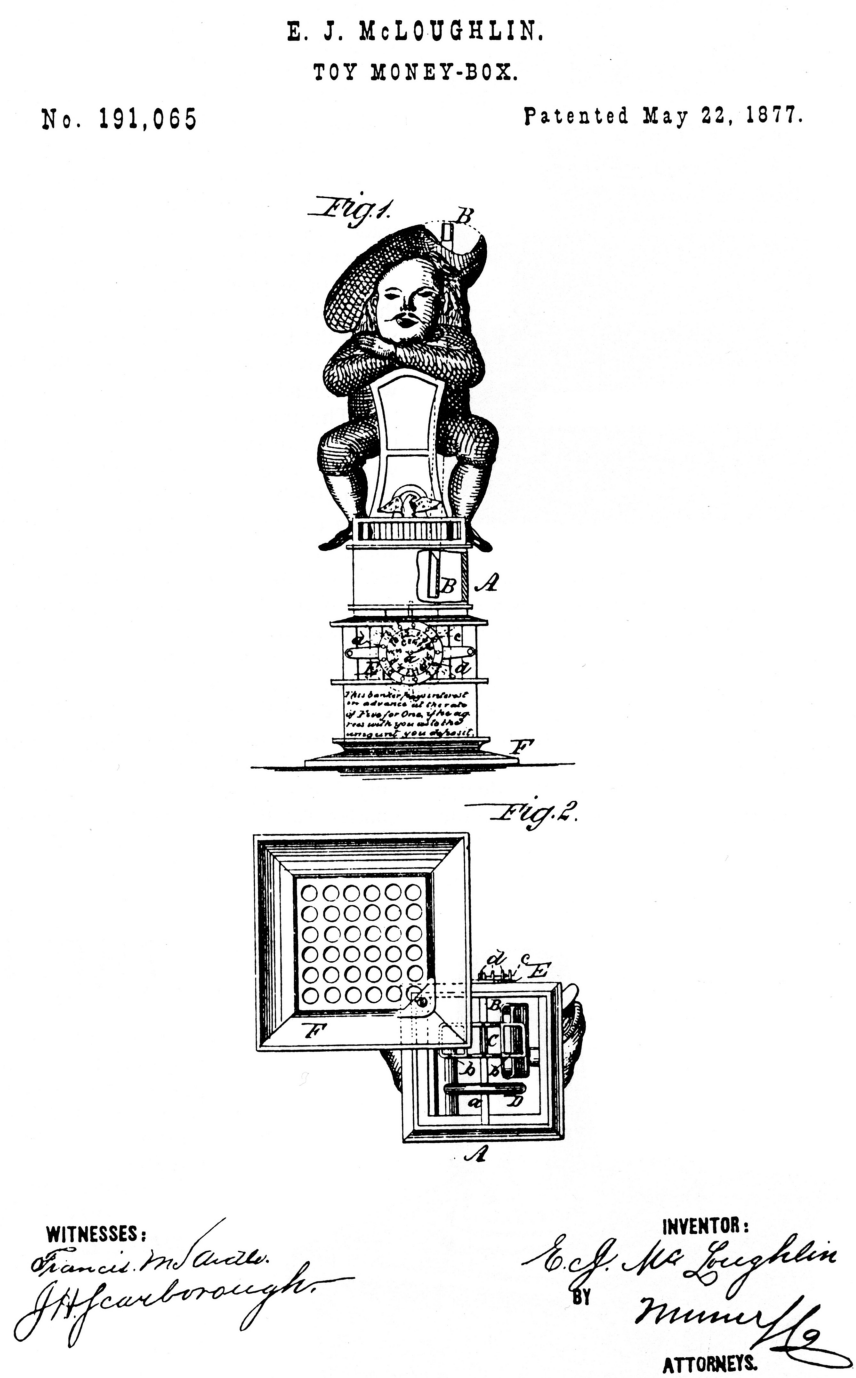
Finding Old Trade Stimulators

It's all well and good to get excited about collecting trade stimulators provided, of course, that you really can find, buy or barter for them without paying an arm and a leg. The big question seems to be: are they really findable?

They are now. But they won't be for long if you believe half of the collectors. Or, if you believe the other half, you'll be able to find them forever. There's an element of truth to both opinions. There's also a parallel to prove each position. One of the first if not the first mechanical American-made collectibles to generate a wide degree of collector interest were the cast iron mechanical banks. Actually, from the day they were introduced (and that goes back to the 1870s) they were collected, either by the children for whom the banks were made, or by their parents, siblings, aunts or uncles who saved them for the younger set, oftentimes generating their own collecting interest. As a result the banks were often available in some numbers when the estates of the early collectors were purchased or went up for auction. The first modern generation of mechanical bank collectors found themselves with a plethora of machines to choose from at auctions that often offered a variety of banks. After a few decades of fairly easy pickings this situation came to an end, with many of the bank collectors kicking themselves ever since for passing up banks that they'd give their eye teeth for today. Therefore, some mechanical bank collectors are of the firm opinion that the banks are all gone, and all but impossible to find at a reasonable price. From their point of view, they're right.

The perseverant mechanical bank collectors have an opposite view. They continue to check the antique shops for "bargains" (although these are few and far between now that mechanical bank pricing is fairly rigid based on broad distribution of price guides and identification books) and hound auctions and estate sales to find the onesy-twosy banks that might show up at the oddest times. To these collectors, banks will always be found, but in very limited numbers and only after diligent digging or aggressive advertising. Therefore, to the bank collectors both views are valid.

The situation is entirely different for the coin-operated trade stimulators and counter games; in the first instance, anyway. Up to now there have been no auctions of old-time trade stimulator and counter game collections from the early years of this century so there have been few estate or business auctions that put large undiscovered numbers of these antique game machines on the market. One can only assume that such collections never existed in the past. There have been first-time auctions of large numbers of these machines to be sure, but they tend to be auctions of miscellaneous items and otherwise oddball things that were collected by mechanical scavengers, pickers or antique dealers in the last thirty or forty years, and the machines are often in terrible condition. In fact, most auctions that have considerable numbers of trade stimulators and counter games on hand are the specialized coin machine auctions that



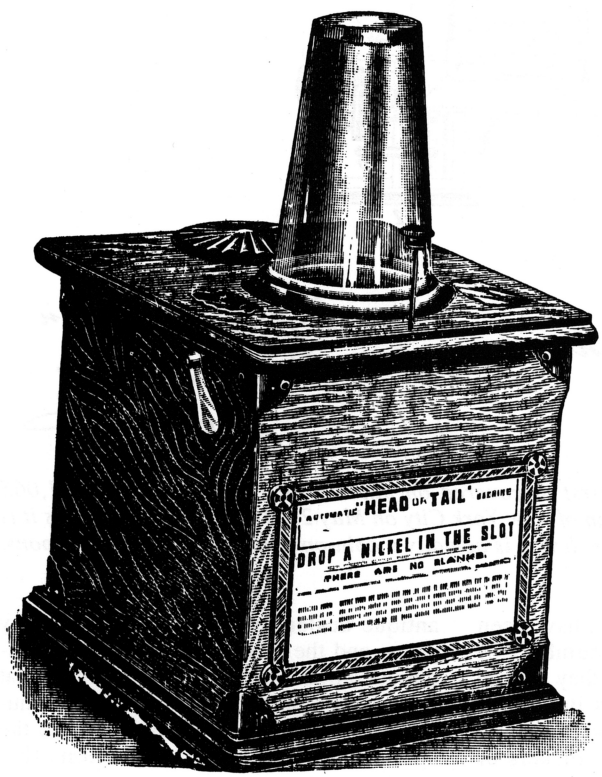
The GUESSING BANK was first discovered on paper with U.S. Patent No. 191,065 issued to Edward J. McLoughlin of New York City on May 22, 1877. The patent says it is for "Toy Money-Boxes" but the device is actually a coin-op chance machine for saloons. United States Patent Office.

The Page SALES INCREASER in its full glory mounted and working on a National cash register. Collector Bill Whelan bound the first one in a California antique shop. Bill Whelan Collection.

have grown since the boom in coin machine collectibles, an auction trend started by coin machine collector-dealer Roy Arrington of Las Vegas in the middle 1970s. As a result, the large scale auctions haven't cleaned out most of the original or newly found stimulators and counter games at all. They were just never there to unload at one time, with most major groups of these machines at auctions that really recycle machines that were originally found, and often quite recently, by current collectors and dealers.

If the machines weren't in collections and can't be found in quantity, where are they and why do some collectors feel we'll be finding them for a long time? The answer to that question is what makes the trade stimulator and counter game collecting so interesting. It also puts the novice collector at practically the same level as the expert or well-heeled enthusiast, provided the beginner is willing to dig. And the discoveries that came out of the dig are what legends are made of.

The inescapable conclusion is that trade stimulators and counter games weren't collected, preserved or treasured by anybody in years past because they weren't regarded as interesting or valuable. They were, in their day and for long after, commercial trash unworthy of concern. When they outlived their usefulness in the saloon or shop, they were tossed out. When the pool hall, bowling alley, drugstore or cigar counter where they worked and picked their pennies, nickels, dimes and quarters over the years (no $1.00 play trade stimulators have ever been found and only 2 or 3 machines had 50¢ play, so the quarter was the "big" coin) closed up, the machines went out with the trash or were packed away with the effects for a distribution of the assets at a later date. Sometimes the shopkeepers took them home as a reminder of better days or because they like them or the kids could have fun with the game by playing for pennies. They often ended up in the attic or garage. Just as often the machines were stored under sinks (sometimes as leg supports – they've been found that way), stacked in the corner of the basement, left in the space when the owner moved the shop or the building was abandoned, or tossed in dumps. They were throwaways. There weren't made to last. They were made to stimulate sales by providing a chance at an extra cigar or two for a nickel, extra sticks of gum for a penny, or a chance at a pack to a carton of cigarettes for a penny or a nickel. Once a machine broke, needed a new paint job, or the owner switched cigar brands away from the one on the marquee, out they went. Or they went home. And that's where most old trade stimulators and counter games are found, tucked away in the corners of their old buildings, or in the basements, attics and garages of their present owners just waiting to be rediscovered by you or a local antique dealer. The machines are usually found one at a time, and usually cheap. It's when the machines start working their way up the antique marketing ladder to an often overzealous collector that the prices go up to match the enthusiasm and whatever value is in the eye of the beholder.



THE HEAD OR TAIL.

When a penny or nickel is put into the slot and the rod pressed down, the coin is automatically shot up under the glass and falls upon the disc, head up or tail up. If the player makes a correct guess he gets double his money's worth in trade. A very unique and and amusing contrivance.

The machine also has a cigar cutting attachment.

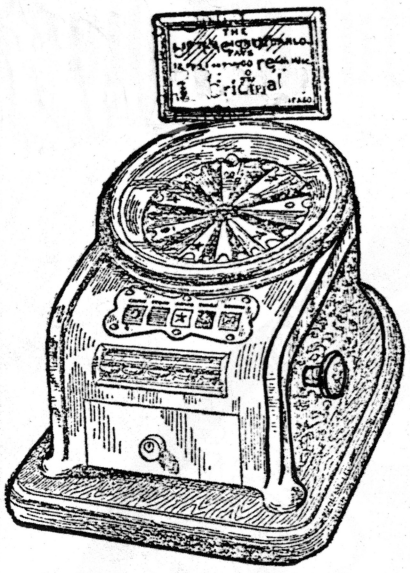
Size, 9x10x15 inches. Weight, 8½ pounds.

PRICE, - - - - $4.00.

The AUTOMATIC HEAD OR TAIL MACHINE dicer as sold by Ogden & Company of Chicago in their 1898 catalogue. The 1890s practice of putting dealer names on machines made by others has led to a lot of later confusion for collectors. Author's Collection.

THE LITTLE MONTE CARLO.

A MARVEL OF BEAUTY.



New, novel, neat. The coin always shows so that no "slugs" or "counterfeits" can be used and no disputes arise as to what was played. The latest in slot machines and the most profitable and attractive. Five persons can play at once or one person can play five different combinations, viz.: Red, Black, Star, Single O and Double O. The machine is operated by dropping a nickel in one of the five slots and turning the knob; this action revolves the wheel and the ball rolls around at a fairly rapid rate and drops into one of the 25 compartments of the wheel, the player winning if the ball drops into the compartment marked the same as the slot into which the nickel was dropped—the coin always showing under the color of figure played, therefore needs no watching. Any or all of the five slots can be used at one playing.

There are	9	Black	pockets	paying 2 for	1
"	9	Red	"	" 2 "	1
"	4	Star	"	" 4 "	1
"	2	Single O	"	" 8 "	1
"	1	Double O	"	" 15 "	1

Winnings can be paid in Merchandise or Money, according to the wishes of the player or owner.

The marvelous earning capacity of our Monte Carlo justifies us in the assertion that it is absolutely the best Slot Machine ever made. Never gets out of order and calls attention to any "faking" or "crookedness" by the automatic ringing of a bell. The machine is made of Brass, Steel and Iron, the lower frame being made of embossed metal, artistically decorated, and is an ornament to any place, no matter how fine.

PRICE, $10.00.

The original National Manufacturing Company LITTLE MONTE CARLO made in New York City as advertised in the Ogden & Company catalogue of 1898. By 1899 it was being made and sold by the Mills Novelty Company of Chicago. Author's Collection.

Nickel Tickler.

THIS Machine has patent slot receptacle which makes the player lose control of coin when it drops zigzig through, resting in space opposite number, refer to reward card on top of Machine. It remains in view until the next nickel is dropped, when it disappears automatically, falling into apartment box which corresponds with numbers on face of machine, thus showing how many rewards have been paid. This is of great advantage where machines are rented and rewards are paid by owner. The above pays about 16 Cigars for 20 Nickels.

On the reverse side of the reward card will be found another reward form on which you can play 8 different games by calling numbers etc. There is apparently great inducement to play these games as it appears easy to call and make. It is neatly constructed, handsomely finished, steel face, glass front and made from quartered oak.

Drop a Nickle in the Slot.

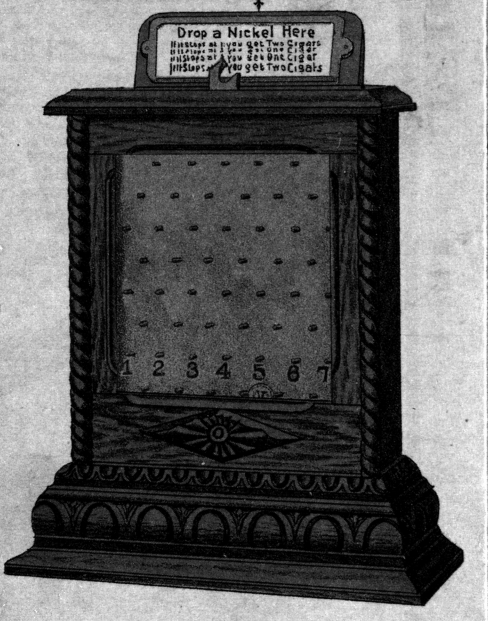
2 Cigars if it stops at 1	Any
1 Cigar if it stops at 3	Number Called
1 Cigar if it stops at 5	and MADE,
2 Cigars if it stops at 7	5 CIGARS.
Any Number Called and Made Twice in Succession. **10 CIGARS.**	Any Number Called and Made Three Times in Succession. **25 CIGARS.**

Chas. T. Maley Novelty Co.,

CINCINNATI, O.

The Queen of all Slot Machines!

Nickel Tickler.



Price, $15.00.

Size: Height, 15 in. Width, 12 in Depth 7 in.

Weight, 8 lbs.

When Charles T. Maley of Cincinnati started selling his landmark NICKEL TICKLER cigar machine around 1894 the coin-op trade stimulator boom was off and running. The machine is listed in this volume as the Western Weighing NICKEL TICKLER. Author's Collection.

The Mills' Success Fortune Teller

NEVER in the history of the world has there been a machine invented that has such wonderful power on the human mind as the

Mills' Success Fortune Teller.

EVERY page of history tells of the desire of the human race to know something of the future. Next to the influence of future-foretelling on the human mind is the charm of "Fate," "Luck" or "Chance"—in fact, the two are inseperable.

We now have a machine that answers just that purpose, and, using both of these laws of mind, appeals to every living man.

THERE are two magic reels (one for ladies and one for gentlemen), and by depositing a penny and pressing a lever the reels turn, and the fortune is told by the playing cards, with the interpretation plainly printed on them, carefully prepared by "our own Hebrew Magi" after a tireless search through the ancient documents of their mystic lore.

THERE is no expense in keeping the machine: all the returns are clear profit. Vast sums of money are paid every year to Palmists, Gypsies, Phrenologists, Mind-Readers and Mediums, etc. To know that Mills' Fortune Teller will turn these laws of mind into a "Stream of Money" for you, better start it at once.

THEY can be placed in Pleasure Resorts, Parks, Fairs and Carnivals, Depots, Hotels, etc., and the machine will coin money.

IT is made of all iron and finished in handsome

BLACK AND YELLOW ENAMEL

Or RED, if preferred. Has its own Stand, and can be fastened to walk or platform.

....MADE ONLY BY....

Mills Novelty Company

11 to 23 South Jefferson Street, Chicago.

Dynamite copy! Typical of what made the Mills Novelty Company so successful in the early 1900s. This ad for the SUCCESS FORTUNE TELLER appeared in the June 27, 1903 issue of The Billboard. *Mills stuck new fortune reels on the SUCCESS card machine picked up from Leo Canda and made separate machines for "Ladies" and "Gentlemen." Author's Collection.*

The Search is the Thing

Practically every trade stimulator or counter game currently in a collection that was an original find – rather than a coin machine auction buy, dealer purchase or collector trade – has a story behind it. Some of these stories have become collector legends, with new legends being created every year as more original finds are made. Most of the original find stories have a common thread. The collector starts asking questions of any and everybody and gets the name of someone who might know about a machine. That person is followed up, with all resulting tips followed up just as vigorously, with the hopeful finder usually getting more and more enthused as each step, if not just poorer for all the gas and telephone calls. In the end most tips turn out to be duds – get that, most tips aren't worth a damn – but sometimes they pay off. The cynical and the quitters fold fast, and usually find their machines through sheer luck, or just buy them. The determined, on the other hand, are in for a lot of heartache and wasted time. But ... if, after hard work, they finally make an original find ... .

It's a thrill that's hard to describe. And it happens all the time. Some of the stories are incredible; some the inevitable result of careful but ordinary digging; and some showing the application of pure genius. All are banter for a collector gathering, with the exceptional tales becoming the collector's story of a lifetime. A few of them, some simple and some bold, will demonstrate what can happen and give you pointers on how you can accomplish the same thing.

Sometimes it doesn't take much to make a find; just a change in habitual thinking can help it along. One Illinois collector, driving from Louisville to Cincinnati in the late spring of 1978 decided to stay off I-71 through Kentucky, electing to drive along the Ohio River on the Indiana side. Along the way he stopped in every antique shop. Short of Cincinnati he entered a shop and was just about ready to leave when he spied two large coin operated floor machines standing along the back wall. In one lucky find he had added two machines to the four known examples of the Canda JUMBO GIANT (illustrated, described and priced in the first volume of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators)* of 1897. He bought both machines on the spot and had to go back and get them later. They weren't cheap, but their cost was more than reasonable in relation to the rarity and value of the machines. The important thing was that the collector knew they were Canda machines the moment he saw them, whereas the shopkeeper had no idea what they were or how many (or more to the point, how few) still existed. Most amazing of all, the machines had been sitting in the shop for a long time.

Random finds might seem pure luck (and in a way they are), but if you work to make your own luck you just might have the same experience, often when you least expect it. Back in 1976, when the manager of the Seven Acres Museum and Village in Union, Illinois, went into the ancient hardware store in town to get some wood screws he suddenly noticed the old store fixtures for the first time. On a hunch he asked the owner if he had any old coin machines or trade stimulators around the place. They ended up in the basement where they found an old Hudson Moore countertop AUTOMATIC DICE SHAKING MACHINE from 1892. The glass dome was broken, but the machine worked and most of the paper (including a card that offered "Free Cigars") was intact. The finder got it for $30, and it went right into the museum down the road. More than just an original find, it also taught collectors that store patrons even played dice games for cigars in hardware stores before the turn of the century.

An Iowa collector named Rich Penn has made a practice of getting into old stores, and while most of the sojourns lead to nothing, once in a while they pay off. It took him a while to evolve the practice, but now it's the way he does most of his looking.

Rich describes his methods for finding old machines: *"I used to run ads in rural newspapers. I still do. But they don't work as well as they used to. Nowadays when someone sees an ad for old coin*

The pedestal card machines originally created in the middle 1890s as trade stimulators by The Leo Canda Company in Cincinnati got a new lease on life in the early 1900s when they became penny arcade fortune tellers. This is the Caille Bros. JUMBO FORTUNE TELLER, actually a re-reeled JUMBO SUCCESS. Photography author.

machines in their local paper with an out-of-town address they figure the machines are worth something. So that take it, or them, to a local antique dealer, and they're so surprised at the offer that they sell them right then and there. The antique dealer gets the machines and I never hear a thing.

Or worse, I get the call and follow up, and find a lot of great stuff. But the owner is wary, and either wants more than they're worth or can't make up his mind to sell. I've got quite a few of those on the string, and I just know that someday they'll sell, but not to me. It gives me nightmares.

But now I do my looking on a one-on-one basis, and I think it's a lot better. When I'm driving I take the back roads or work my way through small towns. Whenever I see a store that looks like its been around for a while I stop and go in. I start out by saying I'm buying old store cases, and right off the bat that gets me into the basement. If I said old coin machines or trade stimulators they'd look at me blankly. Most people don't know what they are and even if they did they probably wouldn't know if they had one. But cabinets, everybody knows that, they're too big to hide. It works half the time, but most of the time there's nothing down there except an old store cabinet and I end up saying it's not really the king of showcase I'm looking for.

But once in a while you get down there and start looking around and you see something. That's when you've got to stay cool and start working out a deal for everything: cabinet, machines and all."

A small store basement in Iowa in the summer of 1978 made all of the effort worthwhile. Rich had made the stop, talked with the storekeeper briefly about his search for showcases, and soon they were downstairs to view a cabinet. In the far corner, practically buried under trash, Rich quickly spotted a Mills Q.T. slot machine from the middle thirties, and as he pulled it out to take a look, he saw another machine.

"My heart almost stopped. I couldn't tell what it was, but I could see it was a coin machine with a plunger that shook dice under a glass dome. But the most remarkable thing about the machine was the fact that the mechanism in the base was fully visible because the cabinet had clear glass sides with the graphics 'Wrigley's Gum' pasted inside the front panel. I made him an offer for the showcase which he turned down as too low. So I doubled it if he'd throw in the two coin machines, and walked out with all three pieces for $250."

Penn had found the first known example of the WRIGLEY DICE MACHINE made by the Dunn Brothers of Anderson, Indiana in the early 1900s. Until his discovery both the machine and the manufacturer were totally unknown to coin machine historians and collectors.

Many advanced collectors rank early trade stimulators right up there with their big automatic payout machines. In the background the Canda/Mills JUMBO of 1896-1902 on original legs, left, and the fabulous Caille Bros. QUINTETTE of 1901-1913, right, seemingly get more attention than a whole row of Caille payout floor machines. Photograph from Russell Riberto.

Finding something old that's "new" in terms of an undiscovered or unknown machine or manufacturer is rare, but it does happen. More often than not most finds are of machines that are known, either through existing examples already in collections or through old advertising, sales literature or catalogs. The author has had both of the latter experiences on trips of discovery. Once, wanting to get tickets to a play at the Blackstone Theater just south of Chicago's "Loop" I decided to walk going by way of South State Street, a former honky-tonk and semi-skid row area of old buildings populated with pawnshops, triple-X movie houses and adult bookstores, since torn down and rehabilitated. But my eyes weren't at the ground level; I was searching for an old Mills Wonderland penny arcade building that had been in operation in the early 1900s. Three blocks into the street I spotted what was apparently left of the word "Arcade" in gold gilt on a second story window of a four story building. Looking at ground level I quickly saw that it was not the building I was looking for. Actually it was older, a used bookstore at street level. Going in, I had to wait while the two or three customers in the store made their buys from the proprietress, a lady named Frieda Fenster, as I later learned. I asked Frieda the meaning of the "Arca..." on the upstairs window. She replied, "I don't know. It was there when I got the building." Then, more customers. Alone again, I asked if there was anything in the building when she got it. The answer was no, and when more customers came in, I was ready to leave. Only I decided to give it one more shot. The customers left and I asked, "Was there anything in the basement?" When she replied, "I don't know. I never went through it. There's no light down there," I knew right away I had to get into it.

But I couldn't budge Frieda. She told me the clerk was sick and she was all alone that day, and there was no way she would let me into the basement or leave the shop. It took a lot of talking and every persuasive trick in the book (Frieda later called me a Con Man after we became good friends), but I soon found myself going down the rickety stairs flashlight in hand, with my imagination going wild. The furnace area was neat enough, but far forward and directly under the old State Street sidewalk was an original dirt floor basement piled high with crates and junk. The sound of scurrying rats and dripping water was drowned out by my movement of boxes shifted one at a time by the dim light of the flashlight stuck in the rafters.

The original find wasn't anywhere near what I hoped it would be, but finding something is always better than finding nothing. I came out of the deal with a Groetchen PIKES PEAK of 1941 on an original heavily weighted iron pedestal base and a bunch of late thirties pinball games. The location had probably been a

World War 2 arcade running wide open for the servicemen who flooded the area in the years between 1941 and 1945. I pulled the counter game out on the spot, hauled it upstairs, made a deal with Frieda to come back and get the other machines later, and carried my rusty and heavy coin machine load out in front to hail a cab. Before I got one at least a dozen people stopped and asked "What's that?" The cab driver asked the same thing as man and machine squeezed into the back seat.

It just goes to show that finds can be made right in the heart of a major city. Other enthusiastic collectors have done the same thing in Detroit, St. Louis, New York and Denver, and surely many major urban areas remain untapped. As for my deal with Frieda, she didn't want money, but when she found out I was the creative director of an advertising agency she did want advertising. So in exchange for the machines, I wrote ads for used books and place them in *The Antique Trader* in the summer of 1976. That's how Frieda Fenster became the first national advertiser on her block and sold a lot of books to boot.

A NEW

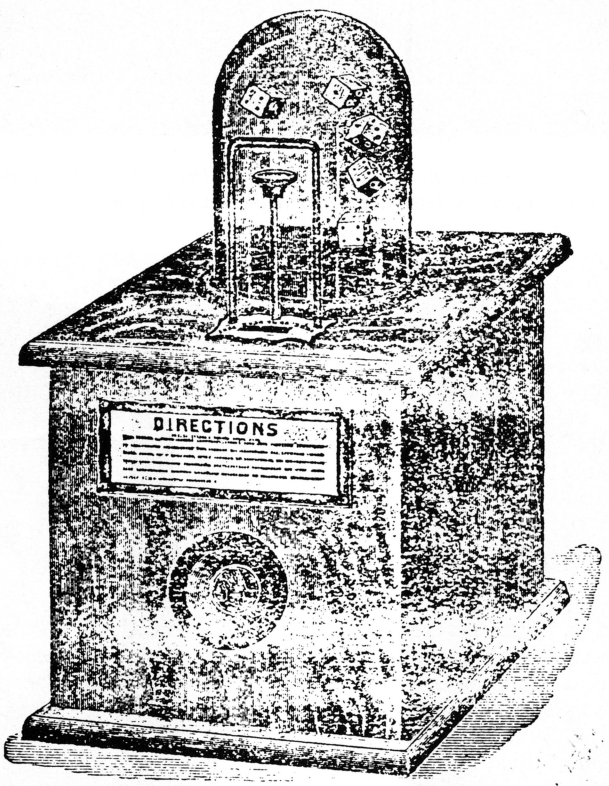
DICE SLOT MACHINE

With interchangeable slots. Can be operated with a Penny, Nickel, Dime or Quarter, the Coin Detector registering amount played.

A WINNER——ATTRACTIVE——FASCINATING

TRADE OR GAMING Machine

A GOOD Sales-man FOR Your Cigar Counter.



No. 2100.

PRICE $9.75 Will Pay for Itself in One Day.

A machine which is one of the quickest and best money makers of all the smaller line of cigar and trade machines; works automatically by dropping coin in slot and pressing rod down. Each coin shows after every play

YOU CAN MAKE YOUR OWN PRIZE LIST.

One printed below, being divided so as to give you an extra heavy percentage.

5 Aces	pay 50 for 1	6 pays	25 for 1	24 pays	5 for 1
5 Duces	" 50 " 1	7 "	10 " 1	25 "	5 " 1
5 Trays	" 50 " 1	8 "	10 " 1	26 "	5 " 1
5 Fours	" 50 " 1	9 "	5 " 1	27 "	10 " 1
5 Fives	" 50 " 1	10 "	5 " 1	28 "	10 " 1
5 Sixes	" 50 " 1	11 "	5 " 1	29 "	25 " 1
		12 "	5 " 1		

PRICE COMPLETE, $7.50

C. O. D.—Only on deposit of $3.00, with privilege of examination if desired.

Everybody got into the act! This is the DICE SLOT MACHINE offered in the 1897 catalogue of the Kernan Manufacturing Company of Chicago. It's practically the same as the Hudson-Moore AUTOMATIC DICE SHAKING MACHINE except for its boxy wooden base. Author's Collection.

The cigar counter in the lobby of the Hotel Beaufort in Minneapolis, circa 1915, sports the Caille Bros. MAYFLOWER and JOCKEY card machines. If the hotel is still standing, check the basement. Ira Warren Collection.

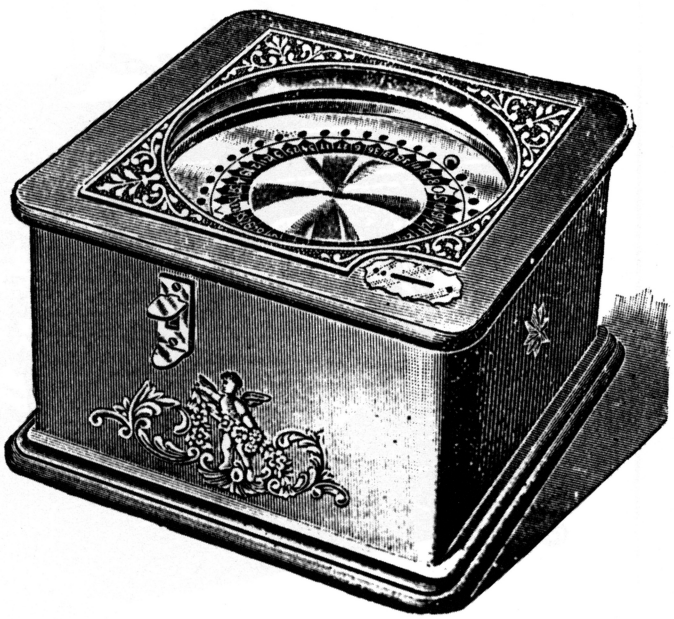
Nifty details often add a lot to machine value. This is the side of the cast iron Bradford LARK dicer, circa 1907. The LARK machine is described elsewhere in this volume. Bill Whelan Collection.

Why aren't there more of these Bell DEWEY machines around? Wrigley's gum gave them away with an order for 8 boxes of gum between 1899 and around 1902. Maybe the country store collectors have them. Author's Collection.

THE IMPROVED AUTOMATIC ROULETTE.

A Perfect Miniature Roulette Wheel.

When the nickel is placed in the slot and the handle is pressed, the wheel is rapidly revolved which at the same time throws the ball at a high speed, after which the ball will fall into one of the numbered holes.



Size, 13x13 inches. Weight, 12 lbs.

The Reward Card

shows what the player is entitled to

IN CIGARS, DRINKS

Or whatever you choose to pay out.

ONE OF THE MOST EXCITING

And interesting of any Slot Machine.

IT IS DOUBLY FASCINATING,

As it appears so easy to win.

It is bound to tempt your customers to drop their nickels in.

The uncertainty as to where the ball will drop keeps the player under continual excitement.

This is quite a departure from the average run of slot machines, as the interest created by its operation is a fair exchange to the player for his money, even if he obtains no rewards.

It Therefore Satisfies Everybody.

It must be seen in operation to be appreciated, as cold type can not do it justice.

It is one of the handsomest machines ever made. The Cabinet is made of Quartered Oak, in Antique Finish and highly polished with Nickel Trimmings and warranted not to get out of order.

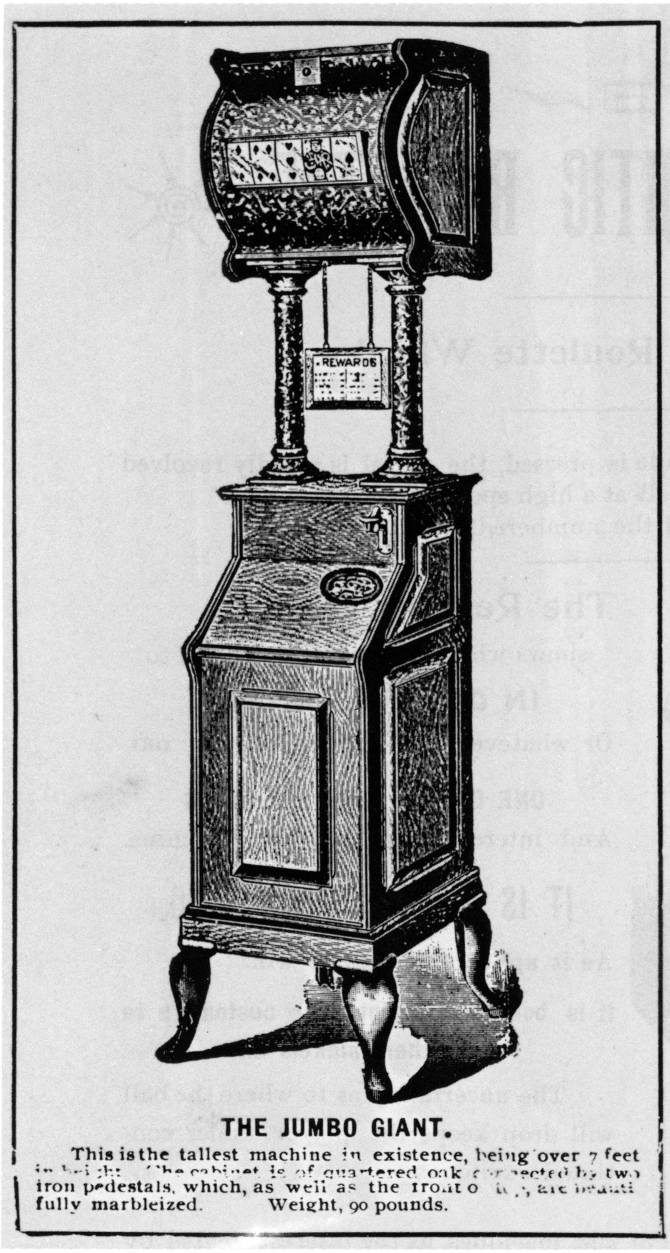
We have lately added many improvements to this machine, which will be appreciated by every one who saw this machine in its former shape. We made a Safety cover over the money drawer and there is no way of robbing the machine of its contents. We use specially-made Locks on the cabinets.

The machine can be altered in a few seconds to work either with a cent, nickel, or dime. and can be re-changed again. With a little work it can be adjusted to work with any coin exclusively from the size of a silver dollar to the size of the smallest coin.

Can furnish this machine mounted on pedestal if desired.

Write for prices, terms and territory,

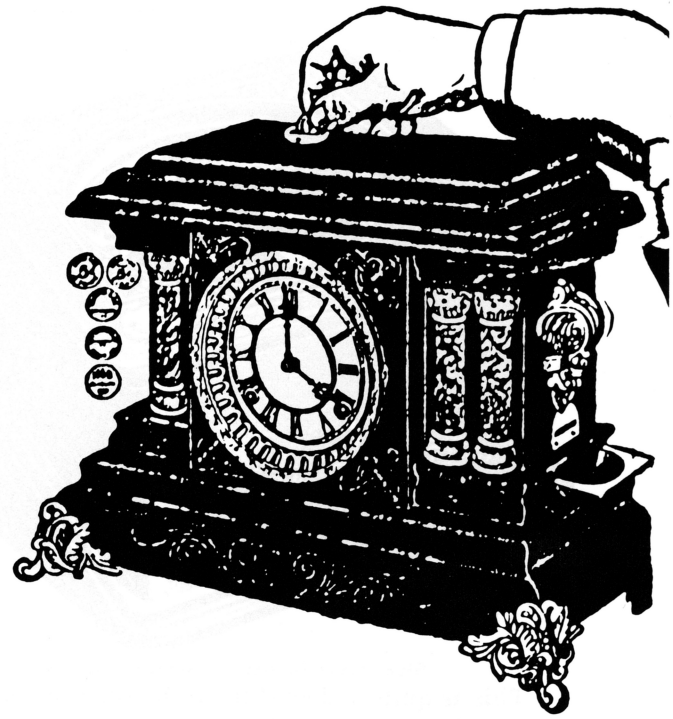
There were many variations, round and square, of the ROULETTE of the middle 1890s as made by Western Automatic, Griswold, Clawson, Hudson Moore, Kernan, T.J. Nertney and others. Author's Collection.



THE JUMBO GIANT.

This is the tallest machine in existence, being over 7 feet in height. The cabinet is of quartered oak construction by two iron pedestals, which, as well as the front o[illegible], are beautifully marbleized. Weight, 90 pounds.

Old catalogues lead to modern discoveries. One collector found two of these machines while driving back roads along the Ohio River in the summer of 1978. This is a Canda JUMBO GIANT first made in 1897. Author's Collection.



DON'T VIOLATE THE LAW

If the authorities in your locality prohibit the use of gambling slot machines use the automatic trade clock. The same allurement is there, but instead of winning occasionally the player gets his money value in trade every time, and out of 33 plays the clock will deliver 2 checks four times and 3 checks once, making a total of 39 checks for 33 plays. But here is the big money-getting feature: With each clock we supply free, 100 aluminum checks lettered "GOOD FOR 5c IN TRADE" on one side and any advertising matter you wish on the reverse. These checks insure you of getting the player's money, furthermore he will keep the checks in his pocket until ready to use them and they will serve as a constant reminder of your place. Not only a trade machine, but an exceedingly handsome ornament containing a genuine 8-day clock, 10 inches high, 12½ inches wide, 6 inches deep. Weighs boxed, 20 pounds.

No. 8L1191 Automatic Trade Clock. Each $15.30
No. 8L990P Extra Aluminum Checks. Per 100 $1.05
Per 300 $2.90 500 4.40

A lot of collectors have wondered how the elegant WIZARD CLOCK was used on a cigar counter. Here's the whole story from the 1913 Albert Pick & Co. catalog. Author's Collection.

Set Up Buy/Sell Pipelines

Just because an area seems to be cleaned out of machines doesn't mean that it really is, as old coin machines have a tendency to pop up. Often the best sources for machines, as we have already seen, are local antique shops. Most major collectors have a regular route of antique shops that they check on a periodic basis, getting to know the shopkeepers well. Likewise, many antique dealers have built up a list of specialized buyers, adding their names to a card file as they come in and ask for coin machines. Theoretically, whenever the dealer gets a coin machine the names on file are notified. But in practice it rarely works that way. For one thing, any antique dealer who learns how to identify, price and deal in coin machines quickly picks up a following, with a whole list of collectors clamoring for the next offering. It's a problem for the dealer; who comes first? It's a bigger problem for the collector, as only one can buy while the others either pass (if the machine is offered) or completely miss out. Many dealers, upon acquiring a new machine, prefer to spend some time identifying their find before offering it to their customers, and only then do they put it up for sale.

The best way to beat this numbers game and increase your chances of getting a shot at whatever shows up is to contact the dealer yourself on a consistent basis rather than wait for a card or call. Most dealers prefer this (they don't mind being bugged) because it solves their problem of allocation. First come first served. The collectors that seem to come up with machines all the time are the ones who work at it, making frequent call-backs to the antique shops on their predetermined route. A personal example will show you what I mean. One of my antique shop routes covers Western Michigan from South Haven north to Manistee, with personal call-backs two or three times a year. One of my most productive sources for machines is an antique dealer right in the middle of the run but, unfortunately for me, the dealer is often just as productive for others. The only way to keep ahead of the pack and keep the dealer off the hook at the same time is to drop in as often as possible on the chance that there is something in the shop worth the effort. Three previous visits led to nothing, but a call-back in August of 1978 netted a Groetchen GOLD RUSH and some coin machine junk at a cost of $275. The GOLD RUSH was locked, key missing, and seemingly had been since the 1940s as evidenced by the dates on the coins inside. The exciting part is that this was the first and for some time the only GOLD RUSH found and it had come out of the basement of a rural Michigan store only weeks before. The original machine was a resounding failure when it was first introduced at the coin machine show in Chicago in January 1933, so it can be expected that its surviving numbers are quite limited, for a while even limited to one. Being there at the right time led to the buy.

The same goes for flea markets. For coin machines, some flea markets are better than others. The wise collector learns to go to the fleas that are productive, bringing plenty of money, and moving fast and, if possible, being the first around the grounds. The even wiser collector does it all alone. One of the unfunny funny stories that often gets told and retold when collectors get together is about the two close collector friends from New York who went to a flea market in Maryland together. When they got there the grounds were so enormous they agreed to split up, each taking a side and meeting in the middle at the other end before they individually worked back on the opposite sides, giving them both a chance to see everything. After the first pass they were both in high spirits, but when each crossed over to come back over the area first covered by the other, they learned a lesson they never forgot. Anytime one of them saw something they wanted they were informed that "someone else already owns it" and were shown their friend's card. The meeting at the other end was stormy, and they didn't speak to each other again for years.

Sure they were both dealing, and sure they both got no less than they gave. Yet they both ended up madder than hell. Does that sound over-emotional? Hardly! That's the way collectors are, and the way they act. If you want to keep the friendship of a fellow collector don't travel in pairs to a flea market, shop or auction. If you must, or really want to, agree right at the start to be partners on whatever you find or want with both of you having the option to pass before a deal is made. That way you both have the pick of the litter and can sell, buy or barter your individual share of the piece at a later date. You've also preserved a friendship which is more important anyway.

But ... now that I think of it ... it just might depend on the machine!

Details: when Buckley picked up the Lion PURITAN BABY VENDOR as their own around 1930 they chiseled off the reference to "Lion Mfg. Co." and kept selling the machines, lion's head and all. Bill Whelan Collection.

Caille's Puritan
Size, 10 x 9 x 7½ inches. Wt., 22 lbs.
Telegraph Code Word:—Pure

CAILLE'S PURITAN

One of the Smallest Trade Stimulators Made.

The "Puritan" is a combination machine, very desirable wherever goods are sold. Three revolvong discs bear three series of numbers from 0 to 9. When coin is deposited and lever pulled down, the discs revolve separately and stop independently and consecutively, three figures showing with each play.

A cash register is attached to the machine, showing number of coins deposited. Every seventh play goes to the front cash box. This is the owner's "rake-off" if machine is placed on shares. Six out of seven coins go to rear cash drawer to pay for the rewards and also profit to the proprietor. The contents of front compartment can be arranged to show through a glass plate and five cents, in trade, given for every nickel played and the collection of seventh nickels offered, if certain numbers appear as "000," "555", etc.

Premiums may be offered by placing a reward-card under the glass plate, giving from one to ten cigars for three numbers whose sum will specify odd amounts from 3 to 27; for even figures; for sums over 6 to 10; or for a variety of other combinations. Rewards can be changed as often as desired. Reward cards for all systems are furnished with each machine.

As a Trade Stimulator, the "Puritan" will be recognized as easily a winner. As there are so many combinations to the numbers, many plans other than those named, may be used to amuse, interest and hold customers. **This machine will pay for itself in five days, from the extra sales it will make when used as a Vender machine only,** not to say anything about what it will do when its many other features are brought into play.

It is an all-metal construction, nickel-plated, and has a truly hand some appearance. All working parts are made of stamped and malleable steel. Equipped with a novel mirror so that figures can be seen from back—no swivel base necessary.

Base is equipped with four feet, leather tipped, raising machine off counter about an inch.

Interchangeable for pennies or nickels.

CAILLE'S WINNER DICE

A "Trade Booster" for Pennies or Nickels but Not Interchangeable.

Where is there a cigar stand or any store where cigars are sold that does not permit friendly game of dice?

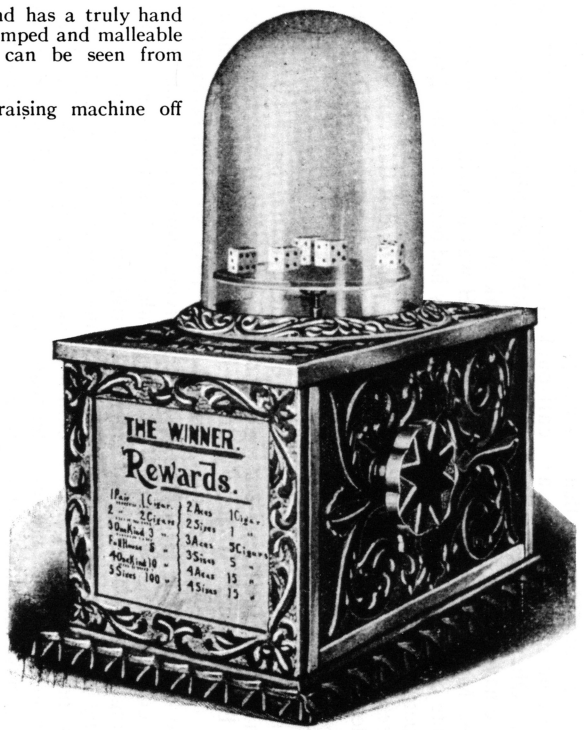
Did you ever stop to think how much more profitable an automatic dice machine would be?

There is no chance for an argument over cocked dice, neither is there an opportunity fot rhe "trusting" nuisance. Coins must be played to get a shake.

The "Winner" is made of metal, finished in antique and has a glass globe six inches high.

One of the handsomest and most attractive Automatic Counter Dice Machines that has ever been offered to the trade is the **Winner Dice.** As a cigar trade stimulator, it is hard to equal. Customers are attracted by the little machine and will often play from $1.00 to $2.00 in it; an amount which they would not otherwise think of spending. It increases the sales of cigars to a greater extent than can be imagined.

After placing the coin in the slot and turning the knob at the side, the dice shake automatically. Assorted reward cards are furnished with this machine so that it can be operated with either pennies or nickels.



Caille's Winner Dice
Size, 12 x 9 x 6 inches. Wt. 10 lbs.
Telegraph Code Word:—Winner

Two of the most popular collectible trade stimulators are described in detail in the 1916 Caille Bros. catalogue. The WINNER DICE is unique as the machine that was made longer and by more manufacturers than any other trade stimulator. Author's Collection.

Forays into Fantasia

We've touched all the classic bases, from basements to antique shops and flea markets and the normal sources of supply for old trade stimulators and counter games. But there are many, many more, most of which depend on a sixth sense, a loud mouth and luck. We can't define luck, but we can cover the other two, starting with the loud mouth. Probably the best working tool at your disposal is verbal. If you have a machine or two and have decided to collect trade stimulators and want to find more, talk it up. Some of the most amazing finds of all have come out of conversations with family, friends and strangers. It's a great topic of conversation anywhere: on planes, trains or waiting rooms. Lots of times someone within ear shot will flash, and interrupt to say "I might know where you can find a machine." With that you're on the track of something, maybe. And maybe not. But you'll never know unless you pursue it.

Most collectors soon learn to leave a lot of notes around with people with their name, address and telephone number. After writing a dozen or so such notes, collectors usually go to a printer and make up business cards, often sticking in the picture of a slot machine, counter game or other coin machine to graphically show their interest. Go to any coin machine auction and meet everybody you can and you'll come back with a pocketful of the cards. It'll give you an idea of what to put on yours, and you'll be in touch with the experts in the field. Perhaps you'll even line up with a professional antique coin machine dealer, the fastest way to build up a collection.

A lot of counter game collectors like these little guys a lot. The Bally BABY, left, started it all in 1936; the Groetchen IMP, center, became the biggest seller in the 1940-1951 period; and the Daval CUB, right, ran it a close second. Gene Foster Collection.

After a business card comes a letterhead and then, for many, local advertising. If you're in a legal state, no problem. Just have the local areal newspaper run your business card as a small ad. It's trickier if you're not in a legal state, but not impossible. Stick to the classified sections in this case, and don't say you're looking for slot machines. Don't just say trade stimulators for that matter, or counter games. Nobody knows what that means. Just say you're looking for coin operated vending machines and you'll get a chance at anything that has a gumball, mint or stick gum dispenser, and that includes a lot of counter games.

Now the sixth sense, and here you've just got to feel things, take chances, and be willing to work at it. But, boy, does it produce. Some examples will demonstrate. When an Illinois collector heard that a woman in Peoria was the granddaughter of a former saloon keeper and still had some of the old equipment, he checked out the lead and got a chance to go through the old saloon effects. A Mills Novelty THE TRADER card machine and a CHECK BOY loaded with payout tokens came out of the search. The cost was somewhat high, but no one else in the area had anything like them. This happened in the summer of 1978.

When California collector Bill Whelan saw a heavy plated solid brass dial

Details: the back of the 1902 cast iron Wain & Bryant ZODIAC. Caille Bros. made it soon after in modified form as the SEARCHLIGHT and WASP. An interesting feature is its swivel base. Photography Larry Lubliner.

with a pointer on it in an antique shop some years ago he just knew it was a trade stimulator. But how did it work? Hopefully Bill could find out. So he bought it. Sometime later, when he stuck it on top of a National cash register it fit perfectly, with the pointer being spun automatically by means of a mechanical connection when the sale was rung up. Whelan had found the first know example of the Page SALES INCREASER, one of the cleverest trade stimulators of its day. It wasn't until the author came up with an illustration of the gadget in a contemporary catalogue page some time later that the device was positively identified.

Many collectors have driven by junkyards, big trasher yards, antique shops and other possible source locations only to wonder if they shouldn't turn around and go back. When they did, they found a machine. That's the sixth sense at work. Most times there's nothing, but sometimes, the turnaround is worth it. Around 1974 I found a Kelley THE KELLEY machine that way in a trash yard sales barn, paying $30 for it. The sixth sense should also help to tell you when to buy and when not to buy. Once, the fall of 1976, I walked into an antique shop in Wheaton, Illinois, and the dealer offered me a non-working Groetchen GINGER for $40. He told me that the figure was exactly what he had in the machine (which I regarded as an interesting insight into picker rates) and that he was willing to part with it at no profit to get out of it. In that way he would keep the picker coming back and not suffer a personal financial loss in doing so. My eyes told me $40 was too high, but that sixth sense said go. It didn't look promising. The play handle hung limp, the reels didn't spin and the key was missing. But I bought it anyway, if only to keep the dealer happy so he'd save machines for me in the future. I tossed it in a corner when I got home. But some months later, when I had a bunch of springs and old keys on hand, I went back at it. What a change! A key fit, six strategically placed springs that were self-evident put the whole machine back in running order (handle, reels, token payout and all) and a cleanup made the machine practically new. It was soon being used to trade up my collection.

Sometimes the sixth sense fails. It has failed me a number of times, and I still can't forget them. I've learned that if you have any interest at all in a machine and the cost isn't completely out of line, buy it! Sometimes you can't for lack of cash or whatever. But if you can't make the buy at the moment, verbally wrap up the deal, or go back when you can. Otherwise it'll never leave your mind, not for a long time anyway. I still remember a Pace THE CARDINAL with the rare false penny jackpot behind glass that had a number of Indian-head pennies facing the world. It was priced at $150 in an antique shop on my call-back route in the summers of 1975, '76 and '77. I thought it was priced too high. But a few years of value increase began to make it look good, so I went back in 1978 only to find I'd missed it by a week. That knowledge gnawed at me for years. Sometimes your sixth sense will fail you other ways such as making you get something you don't really want. So watch out for mistakes – we all make them (as my pile of mistake machines will testify) – as you might end up stuck with a machine you don't really like and find it hard to sell or trade. But one collector's goose is another's gravy, so even your mistakes will find their market someday. It's just annoying to have them around if you could be using the money for something else.

It's when your sixth sense is accompanied by knowledge and a willingness to stick to the search that it really pays off. Once, driving on business from Chicago to Moline, Iowa, in the early summer of 1978 I made a stop in Dixon, Illinois, to drop in on an antique shop. They had nothing, but sent me to another shop. I almost didn't go as I was running behind schedule but decided one more stop could be justified. But there was nothing there, only a lead to an antique dealer who worked out of his home. Once again I almost didn't follow up, and when I couldn't find the street or the house I all but gave up. But something said stick to it, so I did. The house was two more blocks away, and the antique dealer had old store cases chuck full of stuff. At the bottom of one was the relatively rare Ad-Lee TRY IT 5¢ play counter dice game of 1927 in marvelous condition. It was priced at $120 (truly a bargain) and had been in that showcase for years. I was apparently the first coin machine collector to make the stop.

Name your own price! This G.F. Hochriem BOOSTER 3-dimensional horse race token payout counter game of 1935 has never been found. Photo is from the maker's advertising flyer. New discoveries score top dollars. Author's Collection.

Some Finds are Legendary

But the classic and oft told tale – among mechanical bank collectors in any event – is that of the first find of McLoughlin GUESSING BANK machines of 1876, with their discovery almost a century later. The McLoughlin bank is actually a true trade stimulator and saloon chance machine (it's the first machine identified and priced in this book) in spite of the fact that it was patented as a toy bank to get around contemporary anti-gambling regulations. As a result of its toy bank patent classification the later mechanical bank collectors adopted it as their own, except for the fact that there were none of the machines to adopt. It was known only through its patent record and the fact that the device appeared in an early novelty house catalog of the late 1870s and early 1880s. It was long a mystery machine as the bank collectors weren't even sure who manufactured the coin operated device, or even if any were made and sold. Advanced collectors were willing to bid high for an example to counteract the general feeling that it was probably a forlorn hope.

One of the leading toy bank experts made the actual discovery, and the story has become legendary. It was reported in an article by bank collector and historian F.H. Griffith in the March 1962 issue of *Hobbies* magazine. Griffith titled his article "Guessing Bank," stating, "... we are fortunate in having considerable background information due to the man responsible for turning up all known specimens of the bank." Griffith went on to say, "Mr. Mark Haber, the well-known collector and dealer in mechanical banks, is the individual who through perseverance found the first example of the GUESSING BANK and subsequently the remaining known examples."

Griffith had repeatedly been in touch with Haber about the find, adding "Mr. Haber has kindly furnished the writer with the information and circumstances surrounding his locating and obtaining the GUESSING BANKS. Using his own words the story is as follows (and here Griffith quoted his correspondence with Haber):

"The discovery of these banks was entirely accidental and unusual, and the lead was furnished by an old picker who informed me that he thought he noticed something that might be a bank or statuette being used as a door stop at a house in South Windham, Conn. His meager description of the object and the location left me no other alternative but to comb every street in South Windham until I finally espied the object. It was rusted and weather-beaten, but unmistakably the bank patented by E.J. McLoughlin.

"I had little trouble in purchasing the bank from the occupants, Mr. and Mrs. George E. Sherman. Further inquiry revealed that Mr. Sherman's grandfather had purchased the patent rights and had a number of these banks made up for distribution to jobbers who were to show these to the trade through their salesmen. To the best of his recollection, the orders for these banks were so meager as to make it an unprofitable venture to to into large production. Being possibly a gambling device in the hands of a child it did not seem to have any appeal.

"Further inquiry on subsequent visits revealed that there were a few of the banks left in an old barrel in the original packings in the fine old stable on the estate.

This is the original DAISY "Diamond Top" as illustrated in the 1906 and later Albert Pick & Company catalogues. This model was made and introduced by the Hamilton Manufacturing Company of Hamilton, Ohio. Most surviving machines have the descriptive panel at the bottom missing. Author's Collection.

Without going into further details, I managed to purchase two or three at each visit for sums of money plus some fine first editions which I always brought with me for Mr. Sherman as gifts. Mr. Sherman collected fine first editions and appreciated my thoughtfulness."

Are there more finds like this waiting to be unearthed? Probably not as great as the GUESSING BANK discovery. But then again, who knows? There are many trade stimulators and counter games that are known only from their patents, catalogues and advertising. They remain to be found. Equally, such finds are made every year, either through original discovery or through the dispersion of knowledge. In the latter case, quite a number of collectors have been pleased to discover that a machine in their collection turns out to be rare, or the only known example.

This is a distributor advertising piece for Caille machines circa 1917 pushing its full line, promoting Caille's card machines as "old standards." Author's Collection.

Reliable Pin Board

Target Practice Machine

Here is a penny machine that has stood the test of time. A no-blank merchandise and amusement machine. A great trade stimulator. Stands up year in and year out and gets the money. Strongly built for tremendous play. Foolproof trigger securely bolted to cabinet from inside, will not break, clog or loosen. Solid steel back door with five holes drilled in for fastening on wall. Pin Board is made of half-inch redwood, will not warp. Pins mounted for accurate trade stimulation. Allows operator handsome profit. Beautifully engraved and decorated nickeled aluminum cabinet, finished in red, white, and blue. Size: 15½ inches high, 6½ inches deep and 11½ inches wide, weight 20 lbs. Earns its cost back in seven to ten days. Runs as high as $25 to $35 and up weekly. Sold on ten-day trial with money back guarantee. Ten of these machines alone will make an operator a comfortable living. Order your sample today—or better still order ten machines and get this free gum deal—there is money in gum and you know it. Start today building your fortune on the demand for gum and the idle pennies of others.

Sample Machines $12.50 Each

FREE Deal Good 'till June 15

one case (10,000 balls) of Reliable Tasty Chu Ball Gum given with each order for 10 Targets. Retail value of gum alone is $100. This offer is made solely to advertise our Superior Quality Ball Gum—offer good till midnight, June 15th—

ORDER NOW!

Reliable Coin Machine Exchange
2035-49 W. Charleston St.
CHICAGO

This Reliable Coin TARGET PRACTICE of 1928 is identical to the earlier National Coin Machine TARGET PRACTICE of 1926, and the later Buckley TARGET of 1930. They all have the same "antler" style base castings with name changes on the playing field. How come so many variations of one version? It was the same company changing its name every few years (possibly to keep ahead of the bill collectors?) and finally sticking with the name Buckley Manufacturing Company. Author's Collection.

How To Use This Book

In large measure both volumes of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* and the companion *An Illustrated Price Guide to the 100 Most Collectible Slot Machines* volumes – as well as subsequent volumes yet to be created – have a goodly number of functions. They are designed to go far beyond mere pricing in order to create basic interest in the machines, provide information about the machines known to exist and offer factual data useful in finding and identifying undiscovered machines while providing pricing and relative value benchmarks useful to buyers, sellers, collectors and investors. The series started as a single book, but the unbounded interest in coin machines and their history led to the additional volumes. Were we to do it over, the initial volume would not have included both automatic payout slot machines and counter games, as they often constitute different areas of collector interest. This initial error in judgment has been straightened out by including some of the trade stimulators and counter games contained in the original *An Illustrated Price Guide to the 100 Most Collectible Slot Machines* in this second volume of trade stimulators, although the illustrations and descriptive copy for these machines is completely new. Collectors interested in these machines will want both volumes in order to have the fuller and more complete story.

In terms of pricing the older trade stimulators tend to be quite valuable due to their advance age and rarity. Many of the more modern counter games of the thirties and forties have yet to find their pricing levels as their degree of rarity is not yet fully known. Publication of the data and pricing in these volumes will ultimately change all that as a result of increased popularity and collector wants. For that reason alone pricing updates will be required in the future. But for now, the prices indicated reflect current values at the time of publication. It takes this knowledge, plus your own personal feeling and that sixth sense, to know what to buy and sell, or keep in a collection.

Pricing is also dependent upon condition, particularly important with trade stimulators and counter games as so many of them are found in terrible shape. The "Excellent" counter game is rare, and to date only a small number have been put into "Restored" condition. To adjust for this and to provide pricing data that fits the machines as you find them, the pricing has been classified by six degrees of condition for each machine as follows:

Incomplete
Non-working, missing parts, missing graphics, "paper" or decorated glass, rough or virtually destroyed cabinet. Requires complete restoration.

Rough
Rough, well-worn, cracked castings, broken parts of glass, worn off graphics, but just about everything there.

Fair
Can be made ready to play with minor adjustment, with general appearance poor to fair.

Good
Ready to play, but needs some work, particularly in appearance.

Excellent
Brand new or mint condition with some wear acceptable.

Restored
Rebuilt and tuned up to mint or even better than the original condition.

Most of the machines you find will be in this list or in the first volume of trade stimulators. The first volume lists one hundred machines based on their popularity and their availability, while many of the machines listed in this volume are quite rare and are sometimes represented by one or only a few surviving examples. In all, they constitute a broad selection of the most popular collectible trade stimulators based on play appeal, appearance and availability.

Each of the machines are illustrated, described and priced on the following pages. A variety of sub-models and parallel developments are also described, such as vending, discount, jackpot, gumball and other feature models, bringing the total to almost five hundred machine descriptions.

When the author found this 1935 Superior CIGARETTE BUM VENDER in Michigan in 1978 it had a typewritten and shellacked reward card, thus a collectible value drop. When the dealer who bought it stripped off the homemade card an original reward card in full color was still there, thus a collectible value rise. Big lesson: always check your finds from top to bottom, inside and out, before parting with them. Author's Collection.

No.	Page	Manufacturer and Machine	Produced	Description
1.	61.	McLoughlin (Winchester) GUESSING BANK	1878-1880	Counter Pointer
2.	62.	McLoughlin PRETTY WAITER GIRL GUESSING BANK	1880	Counter Pointer
3.	63.	Weston SLOT MACHINE	1892-1893	Counter Pinfields
4.	64.	World's Fair COLUMBIAN FORTUNE TELLER	1892-1895	Counter Pointer
5.	65.	Western Weighing NICKEL TICKLER	1893-1898	Counter Pinfield
6.	66.	American Automatic AUTOMATIC DICE SHAKING MACHINE	1893-1896	Counter Dice
7.	67.	U.S. Novelty (Caille) WINNER (DICE)	1893-1922	Counter Dice
8.	68.	Amusement Machine COMBINATION "JACK POT"	1893-1895	Counter Pinfield, Pointer
9.	69.	Western Automatic IMPROVED ROULETTE	1893-1904	Counter Roulette
10.	70.	Siersdorfer COIN TARGET BANK	1894-1898	Counter Shooter
11.	71.	Griswold BLACK CAT	1895-1898	Counter Wheel
12.	72.	Canda BONANZA	1895-1899	Pedestal Card Reels
13.	73.	Drobisch ADVERTISING REGISTER	1896-1899	Counter Pinfield
14.	74.	Waddel DISCOUNT BICYCLE WHEEL	1896-1903	Counter Wheel
15.	75.	Drobisch STAR ADVERTISER	1897-1904	Counter Pointer
16.	76.	Comstock THE PERFECTION	1897-1902	Counter Pinfield
17.	77.	Decatur FAIREST WHEEL No. 2	1897-1915	Counter Wheel
18.	78.	National (Mills) LITTLE MONTE CARLO	1897-1910	Counter Roulette
19.	79.	Fey KLONDIKE	1898-1899	Counter Pointer
20.	80.	Mills LITTLE DUKE	1898-1908	Counter Card Reels
21.	81.	Canda JUMBO SUCCESS	1898-1900	Pedestal Card Reels
22.	82.	Decatur FAIREST WHEEL No. 3	1899-1915	Counter Wheel
23.	83.	Bell (Wrigley's) DEWEY	1899-1907	Counter Pinfield
24.	84.	Bennett STUCKEY CIGAR	1900-1912	Counter Wheel
25.	85.	F.A. Ruff CRAP SHOOTERS DELIGHT	1900	Counter Dice
26.	86.	August HOODOO	1901-1908	Counter Wheel
27.	87.	Kelley FLIP FLAP	1901-1903	Counter Coin Drop
28.	88.	Caille QUINTETTE	1901-1913	Pedestal Card Reels
29.	89.	Caille ROYAL JUMBO	1901-1916	Pedestal Card Reels
30.	90.	Mills SUCCESS No. 6 ("Little Success")	1901-1920	Pedestal Card Reels
31.	91.	Mills JUMBO SUCCESS No. 6 ("Big Success")	1901-1920	Pedestal Card Reels
32.	92.	Wain & Bryant (Caille) ZODIAC	1902-1910	Counter Wheel
33.	93.	Star STAR TRADE REGISTER	1902-1910	Floor Wheel
34.	94.	Canda AUTOMATIC CARD MACHINE	1903-1907	Counter Card Reels
35.	95.	Park RED BIRD	1903-1905	Counter Wheel
36.	96.	Caille JOCKEY	1905-1912	Counter Card Reels
37.	97.	Fey DRAW POKER	1905-1916	Counter Drop Cards
38.	98.	Progressive WIZARD CLOCK	1905-1913	Counter Coin Drop
39.	99.	Griswold STAR	1905-1926	Counter Wheel
40.	100.	Dunn WRIGLEY DICE MACHINE	1905-1908	Counter Dice
41.	101.	Dunn PERFECTION ("Straight Glass")	1906-1908	Counter Marbles
42.	102.	Watling DRAW POKER	1907-1914	Counter Drop Cards
43.	103.	Bradford LARK	1907-1916	Counter Dice
44.	104.	Pana Enterprise NEW IMPROVED FAIREST WHEEL	1907-1914	Counter pointer
45.	105.	Royal DICE	1907-1912	Counter Dice
46.	106.	Mills CRAP SHOOTER	1908	Counter Dice
47.	107.	Page SALES INCREASER	1909-1917	Counter Pointer
48.	108.	Unit Sales WINNER DICE	1925-1929	Counter Dice
49.	109.	Mills PURITAN BELL	1926-1927	Counter Number Reels
50.	110.	National TARGET PRACTICE	1926-1928	Counter Shooter
51.	111.	Bluebird TARGET	1926-1932	Counter Shooter
52.	112.	Jennings FAVORITE	1926-1930	Counter Shooter
53.	113.	Atlas (Graham) MIDGET ROULETTE	1926-1929	Counter Roulette
54.	114.	Exhibit PLAY BALL	1926-1935	Counter Shooter
55.	115.	Monarch (Fey) PEE-WEE ROULETTE	1927-1930	Counter Roulette
56.	116.	Caille JUNIOR BELL ("Style 2")	1928-1932	Counter Fruit Reels
57.	117.	Buckley PURITAN BABY VENDOR	1929-1932	Counter Novelty Reels
58.	118.	Field BABY VENDOR	1929-1932	Counter Fruit Reels
59.	119.	H.C. Evans SARATOGA SWEEPSTAKES	1932-1935	Counter Race Game
60.	120.	Daval CHICAGO CLUB HOUSE	1933-1935	Counter Spot Reels
61.	121.	A.B.C. Coin JOCKEY CLUB	1933-1935	Counter Horse Reels
62.	122.	Bally CUB	1933-1934	Counter Wheel
63.	123.	Rock-Ola OFFICIAL SWEEPSTAKES	1933-1935	Counter Race Game
64.	124.	Groetchen POK-O-REEL GUM VENDOR	1933-1934	Counter Card Reels
65.	125.	Keeney and Sons MAGIC CLOCK	1933-1935	Counter Pointer
66.	126.	Stock FLYING HEELS	1934-1935	Counter Wheel
67.	127.	Stephens PENNY DRAW	1934-1939	Counter Spot Reels
68.	128.	Groetchen GOLD RUSH	1934-1935	Counter Disks
69.	129.	Jennings LITTLE MERCHANT	1934-1937	Counter Number Reels

70.	130.	Daval WIN-A-SMOKE	1935-1936	Counter Cigarette Reels
71.	131.	Mills BLACKJACK	1935-1938	Counter Spot Reels
72.	132.	Exhibit GET-A-PACK	1935-1937	Counter Cigarette Reels
73.	133.	Daval CENTASMOKE	1936-1939	Counter Cigarette Reels
74.	134.	National SMOKES	1936-1937	Counter Cigarette Reels
75.	135.	Great States SANDY'S HORSES	1936-1940	Counter Race Game
76.	136.	Garden City TURF	1936-1940	Counter Horse Reels
77.	137.	Garden City GEM THREE OF A KIND	1936-1940	Counter Cigarette Reels
78.	138.	A.B.T. PROSIT	1936-1938	Counter Disks
79.	139.	Groetchen ROYAL FLUSH	1937-1942	Counter Spot Reels
80.	140.	Groetchen DIXIE DOMINOES	1937-1939	Counter Dice Reels
81.	141.	Bally LITE-A-PAX	1937-1939	Counter Lighted Symbols
82.	142.	Jennings PENNY CLUB	1938-1940	Counter Cigarette Reels
83.	143.	Daval BELL SLIDE	1938-1939	Counter Fruit Reels
84.	144.	Daval JOKER	1938-1940	Counter Spot Reels
85.	145.	Daval JOKER GUM VENDOR	1938-1941	Counter Spot Reels
86.	146.	Withey SEVEN GRAND	1938-1941	Counter Dice
87.	147.	Keeney SPINNER WINNER	1939-1941	Counter Lighted Symbols
88.	148.	Sanders DEUCES WILD	1939-1941	Counter Spot Reels
89.	149.	Baker PICK-A-PACK	1939-1941	Counter Novelty Dice
90.	150.	Daval STAR AMERICAN EAGLE	1940-1952	Counter Novelty Reels
91.	151.	Groetchen IMP	1940-1951	Counter Novelty Reels
92.	152.	Daval CUB	1940-1951	Counter Cigarette Reels
93.	153.	Daval 1940 DIVIDER PENNY PACK	1940-1942	Counter Cigarette Reels
94.	154.	Liberty TWINS WIN	1940-1942	Counter Novelty Dice
95.	155.	Sanders LUCKY PACK	1941-1950	Counter Cigarette Reels
96.	156.	Sanders LITTLE POKER FACE No. 2	1941-1950	Counter Spot Reels
97.	157.	Shipman SPIN-IT	1947-1960	Counter Horse Reels
98.	158.	Bradley 7-GRAND	1947-1949	Counter Dice
99.	159.	Quality Supply HORSES	1949-1951	Counter Dice
100.	160.	Play-Write PLAY-WRITE	1950-1951	Counter Number Reels

The Collection and the Exceptional Collection

The beauty of a trade stimulator is often restricted to the viewer. Many of these machines are less than aesthetically appealing, while others are classics of craftsmanship and the art of their times. Some collectors specialize in classic trash, while others go for cast iron. Most counter game enthusiasts go for everything. What you collect and how you display your collection is a very personal thing. Yet much of the joy of a coin machine collection is not only in what you have, but the how and why of acquiring each piece. Collectors have often talked about the possibility of high-rollers entering the field and instantly creating the largest collections in the country – assembled by dint of dough alone. But big bucks aren't the only answer to a diversified and interesting trade stimulator or counter game collection. Frankly, the use of money and money alone is a poor way to start out. Most of the important collections have been based on wit and wisdom, and the willingness to go that extra mile to look for a machine. Sure, cash helps. But as a collector, and later as a trader and enthusiast "working up" your collection to better and better machines, you'll find that insight and intuition are far more productive than a pocketful of green. If you get out there now and hustle for machines, make original finds in basements and back rooms, buy cheap and trade up, you'll soon have a collection worthy of admiration by all. Many of the dedicated collectors feel that in a decade most of the undiscovered machines will have been found, making the trade stimulator and counter game field a seller's market. That would have meant you only had until 1990 to find what was out there. But that hasn't happened, which means you've got well into the next century to put yourself on the right side of the hottest coin machine collectible in the country. Don't waste a minute. Gas up and go!

McLoughlin (Winchester) GUESSING BANK

Produced between 1878 and 1880

McLoughlin (Winchester) GUESSING BANK. Edwin H. Mosler, Jr. Collection.

You're looking at history, but not the kind you read in history books. Maybe that is why many of them are so deadly dull. You can read about wars and laws and strikes and presidents, but did you every read about a president marching into a saloon and asking for a shot and a beer? Think it didn't happen? Oh, boy, it sure did, and the day the GUESSING BANK you are looking at hit the market the recently past president of this United States probably filled his cup more than just a few times. He had both reason and opportunity. Like it or not, President Ulysses S. Grant (his detractors called him "Useless Grant") was a sot. He had just been drummed out of his scandal-ridden high office in the 1876 election and throughout the land it was the Day Of The Saloon!

1878 was a banner year for booze. Practically every business corner in most towns and cities had a saloon astride both sidewalks, and the business of saloon fixtures and soft-core gambling devices was booming. All sorts of games and chance-taking machines filled the bartops. For years you paid the barkeep a nickel, threw the dice and spun the wheel and got an over-the-counter payout in cash or beer. Then a New York City carpenter named Edward S. McLoughlin got one hellavan idea. Make the machine take the coins and other than watching to prevent cheating, the bartender isn't involved unless the player wins. McLoughlin called his 1876 gadget the BANKER WHO PAYS, and even got a patent on it in 1877 (you can see it elsewhere in this book). The history part is that this is the first coin operated chance machine ever made. And it's American!

Maybe McLoughlin didn't do too well with his machine. None of the originals have apparently survived. But a subsequent model is one of the hottest coin machine collectibles in the country. If you've ever seen one there's a good reason, and an odd one. McLoughlin sold his patent rights to an entrepreneur manufacturer of South Windham, Connecticut, around 1878 or so. The buyer took it to this factory which was the only foundry in town. Thus it was that the Smith, Winchester and Company — the country's leading producer of paper-making machinery — started turning out the renamed GUESSING BANK as a pot metal casting on its down time. That new name sidetracked collectors for years, and it became known as an early cast iron toy bank. The one in this photograph is from the marvelous bank collection of Edwin H. Mosler, Jr.

The machine isn't much fun. For one thing, it's very small. But heavy. You drop a nickel in the man's head; it hits an arm behind the pointer and spins an arrow on the porcelain dial. If you called the number it stops on before you played, it's a five-to-one payout by the bartender. A latched cash box in the base keeps the coins.

The discovery of the only known examples of the GUESSING BANK by bank collector Mark Haber in the late 1940s is a classic. If you missed it in the editorial section of this book, go back and read it. It's an inspiration. Educated guesses suggest somewhere around a dozen of these machines exist, mostly in the hands of toy bank collectors who are largely unaware of their gambling origin, although many of them have suspected it for years. A typical serial die stamped in the casting is 46, but some examples go over 100.

McLoughlin
PRETTY WAITER GIRL GUESSING BANK
Produced in 1880

This small, virtually unknow and rare-as-hell gadget is regarded by the few people that have seen it in the flesh, so to speak, as the most charming coin-operated gambling machine ever made. It is a saloon trade stimulator and, for some, a stimulator of other sorts. It doesn't stand a foot high, yet the McLoughlin PRETTY WAITER GIRL GUESSING BANK is the collectible of choice for some of the biggest collectors in the country. But they can't lay a glove on it. Only one example is known for positive, and it's tucked away in a private collection in the east. Even finding a picture of it was almost as tough as finding the machine, and for this shot we are indebted to Larry Lubliner. He won't say where he got it.

As unknown as this piece is, it was described in great detail as a cast iron toy bank in the April 1972 issue on *Hobbies*. Even then some suspicion of its true origin was evidenced, with esteemed bank writer F.H. Griffith saying: "The somewhat enticing figure of the girl is a rather well endowed type, typical of the time, with the Lillian Russell hourglass touch. The woman's figure would seem a little questionable with respect to being a child's toy saving device." Right on target F.G.!

Cupidity isn't the drive behind this toy; it's pure chance and raunch. The lettering in the casing sets the tone, saying "GUESSING BANK. PAYS FIVE FOR ONE/IF YOU CALL THE NUMBER." Everything else is the same as the man-in-the-chair GUESSING BANK, so it was made about the same time and for the same reason. What isn't known is who made it. The device is painted white pot metal like the Winchester GUESSING BANK, but there's no patent date or serial numbers. It could just be that the PRETTY WAITER GIRL GUESSING BANK is one of the original McLoughlin machines, or that Winchester didn't make many. Other possibilities exist. Maybe a lot were made and sold — even outselling the man-in-the-chair — and remain to be discovered. Maybe the surviving stock was tossed out and remelted when the puritanical Victorian Age came along because its owners didn't want to have a girl like that around the house. As secretive as the whole story is we do know that the first example of the PRETTY WAITER GIRL GUESSING BANK was "found" somewhere by a toy bank collector named Frank Ball, and that there's a rumor that a second had surfaced in the early 1980s.

How can we be so sure these are saloon pieces and gambling devices rather than banks? That leads to a third version. One of the first serious toy bank researchers was a guy named Louis H. Hertz. He typed up his findings in a monograph that bank collector Mark Haber published in a limited numbered edition in 1947. In it, Hertz talks a lot about the GUESSING BANK, and adds, "A similar figure exists cast in white metal, but with the wheel indications referring to drinks." Wow! DRINKS! Exists ... where? Now that we coin machine collectors know what these things are and what they look like, let's find them!

Mcloughlin PRETTY WAITER GIRL GUESSING BANK. Courtesy Larry Lubliner.

Weston
SLOT MACHINE
Produced between 1892 and 1893

Weston SLOT MACHINE. Tom Gustwiller Collection.

We jump a dozen years ahead to get to the next trade stimulator. That gives you some idea of how far the McLoughlin and Winchester GUESSING BANKS were ahead of their times. By the early 1890s coin machines were just beginning to hit their stride, and after that they proliferated. 1890 was really the breakaway year, with the Clawson AUTOMATIC DICE machine (described in the volume 1 Trade Stimulators book) setting the pace. Copycat machines soon followed, both similar and unique. Perhaps the most unique take off on the Clawson machine was a trade stimulator made by the Weston Slot Machine Company of Jamesville, New York, which they simply called the Weston SLOT MACHINE.

The Weston SLOT MACHINE is similar to the Clawson AUTOMATIC DICE in that it is a tall, bartop device with an exposed working wind-up clockwork mechanism that goes into action to drive a double play feature once a nickel is dropped in the slot. But there the similarities end for the Weston offers its own unique entertainment and one that was apparently copied by no one else. Instead of two dice cups that are thrown the Weston operated two miniature bagatelle games. Once a coin is dropped the exposed clockworks automatically begin to grind and an eccentric cam lowers two miniature pinfields until they are almost horizontal. Then the two playing fields are lifted forward with two small ball bearings in each one dropping down through the pins to come to rest in one or more of the numbered pockets at the bottom of each pinfield. The pockets in each field are number from 1 to 6, and the player adds up the totals to get the playing score. The big winners — paid off in cigars according to the marquee on top of the machine — are four ones or four sixes, with most scores paying one cigar. The whole thing is pretty delicate to have on a bar so it probably wasn't popular for long, if at all.

The Weston SLOT MACHINE has other distinctions, ranging from elusiveness to historical interest. There isn't much on the machine that reveals its origins other than the notations "Weston Slot Machine Co. makers" and "Pat. Apld' for" suggesting a patent. But alas, that was not to be, for no patent seems to have been issued. That left only the company name to trace. It took the author years to track it down, and that's where the historical interest part comes in. The manufacture and date almost came by accident, and revealed a business connection that boggles the mind. While tracking down another 1892 machine made by the W. A. Smith and Company of Providence, Rhode Island, the old company records said, "Formerly Weston & Smith, Syracuse." In Syracuse, New York, the records showed that former partner Irving A. Weston formed his own I.A. Weston And Company to make bicycle wheels with his brother Henry D. Weston, with the Westons bridfly making their slot machines on the side in the small shop in suburban Jamesville. After Henry died in 1893, his widow sold her share of the bicycle wheel business out from under Irving to a man named Mott. Mott's son moved the business to Utica, then to Michigan, to make wheels for Oldsmobile and Cadillac. When General Motors was formed, C.S. Mott became its largest stockholder: GM coming out of slot machines! That's incredible!

World's Fair COLUMBIAN FORTUNE TELLER

Produced between 1892 and 1895

One quick glance at the COLUMBIAN FORTUNE TELLER might just be no more than that, at which point you could conceivable pass it by. It looks like something out of the early thirties with its colorful recessed dial and spinning arrow. Another 1930s indicator is its coin slide rather than a slot. It has the look of something A.B.T. or Keystone Novelty might have made around 1933 that might not have been too successful. Unless you're really into thirties' counter games, its appearance is hardly a turn on.

Which just goes to show that no matter where your specific interests lie, you'd better count on the fact that you don't know much until you just about know it all. This game is a great example. It's an automatic token payout cast iron machine made in 1892. That's 1892! The first example was found in Kentucky in the summer of 1977 by a Des Plaines, Illinois, collector name Pete Hansen. The machine name was the tip off. Even though it looked thirtyish, the name COLUMBIAN FORTUNE TELLER was very uncharacteristic. If the machine name had been CARD SPINNER or PICK-A-NUMBER or something like that Pete never would have picked it up. But COLUMBIAN! It had an 1890s sound to it, so he lifted it. And it was heavy, very heavy. A closer look told the finder what he had. The lithographed graphics are as clear as the day they were printed. The center of the flat dishlike dial says, "The COLUMBIAN FORTUNE TELLER/The World's Fair Slot Mach. Co./No. 50 Middle St./Bridgeport, Conn." Right off the bat you've got a date provided you know a little history. The only World's Fair that ever had the name "Columbian" associated with it was The World's Columbian Exposition in Chicago in 1893, with its name promoted and ballyhooed like crazy between 1891 and the end of the fair in October 1893, with follow-up a long time afterward. More intensive research dates it farther. The truly remarkable — for its day — coin slide carries the notation "Pat. May 31, 1892." The government patent records show it to be Patent No. 475,899 issued to John Schofield of New York City for a "Fraud-Preventive Device For Slot Machines," making it one of the earliest mentions in print of the name "Slot Machine." Significantly, the patent application is dated December 10, 1891. Sticking with the John Schofield name (an important man in early vending machines) another patent was unearthed, No. 503,686. Bingo! It's the patent for this machine, applied for on December 1, 1892 and issued on August 22, 1893. Only this time Schofield is listed as living in Bridgeport, so it was probably his company.

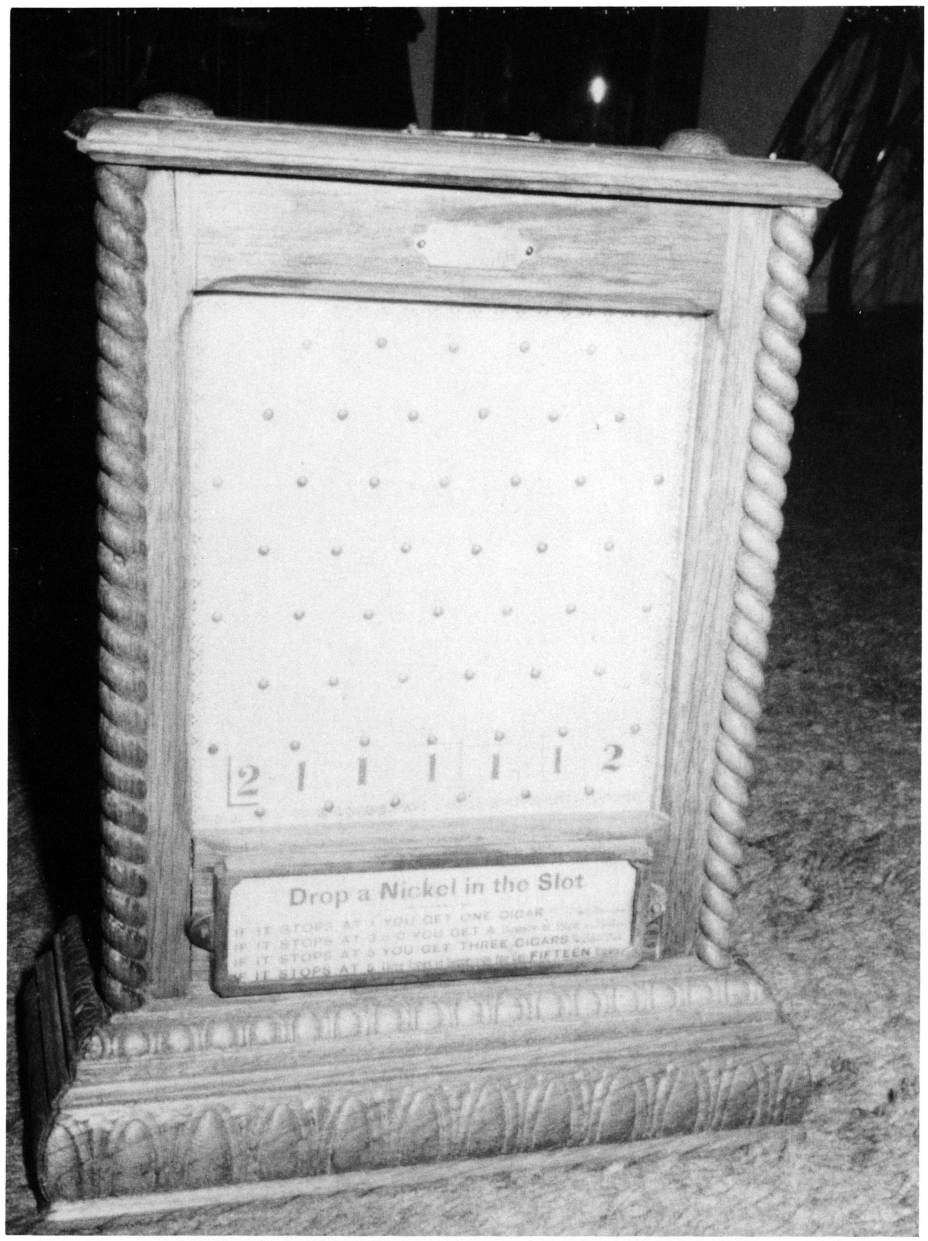
World's Fair COLUMBIAN FORTUNE TELLER. Pete Hansen Collection.

The machine is marvelous. You slide in a nickel, and the pointer spins, stopping at one of 18 numbers. You get your fortune told, plus a trade check for 5¢ or even higher to buy a beer or set up drinks for the house. Why beer? Because this is a saloon piece; the fortunes prove it. No. 11 says "Rum is your worst enemy." To keep the play going No. 16 says, "The next nickel will be lucky." The prize is No. 7: "A virgin will grace thy bridal bed."

The first one found was serial number 5278. A second one was found by another collector in the summer of 1978, serial 5272. There's at least four more.

Western Weighing NICKEL TICKLER

Produced between 1893 and 1898



Western Weighing NICKEL TICKLER. Allen Pall Collection.

Charles T. Maley, the 1890's tobacco and cigar wholesaler of Cincinnati turned slot machine maker first mentioned in the Volume 1 Trade Stimulator book, was a terrific salesman. Not only was he the first tobacconist to gain national recognition for his cigar premium coin machines, he was also the first coin machine maker to give his machines highly promotional names. The Maley NICKEL TICKLER of 1892 started both trends. It is a simple wooden cabinet coin drop device in which a nickel dances down over brass pins nailed to a backfield, all behind glass, to finally land in one of seven compartments below the pinfield which are individually numbered 2-1-1-1-1-1-2, with the "2" slots almost impossible to hit. The player got as many cigars as the compartment number behind the resting nickel indicated. The "tickle" part was watching the coin bounce all over the pinfield before finally coming to rest at the base. The idea was brand new and the players loved it. Maley used the machine for his own cigar sales, and sold the machine outright under his own name through advertising in *The National Police Gazette* and widely distributed mail order catalogues for his Charles T. Maley Novelty Company.

All of that is traceable. It isn't easy, surely, but it is a matter of printed and public record, provided you can find it. As a result, the collectors that knew about the machine fully expected the first living and breathing example to carry the Maley nameplate. But it didn't. When the author finally found one after checking collections all over the country — locating it in River Forest, Illinois, only a thirty-minute drive away from home — the brass nameplate was for the Western Weighing Machine Company of Cincinnati, an even older firm that was founded in 1889. The NICKEL TICKLER doesn't look that old, but it just might be. Later digging revealed old ads for the machine being sold by Bott Bros. of Columbus, Ohio, Hudson-Moore in New York and other firms. A typical serial for an early Western Weighing NICKEL TICKLER is 315, with the serial number die-stamped on the brass coin slot plate.

The success of the NICKEL TICKLER led to many imitations with the simple coin drop becoming a cigar machine standard. Maley continually improved the machine, with NICKEL TICKLER No. 2 of 1893 elegantly trimmed with nickel-plated castings on the top, sides and base, surmounted by an elaborated marquee with winning and losing pockets. NICKEL TICKLER No. 3 of 1894 added additional reward cards for eight different games including straight gambling play with counter cash payouts, the latter made in 1¢ and 5¢ play as PENNY TICKLER and NICKEL TICKLER.

Examples of all models are known, and all tend to be rare. An interesting feature of this machine is the fact that the coin chute is tilted, thus eliminating any possiblity of coin manipulation or side-to-side flipping when you play it.

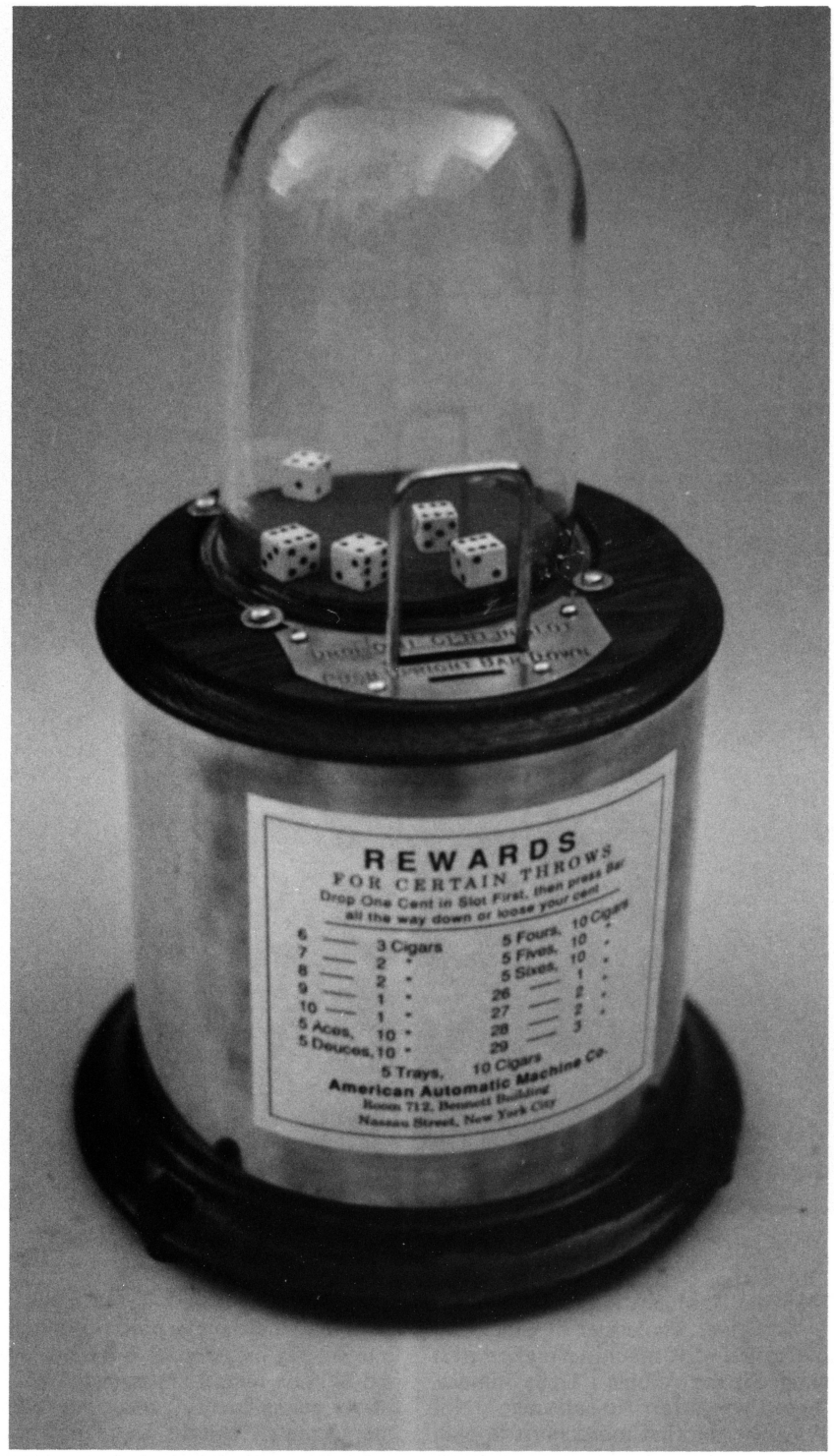
American Automatic
AUTOMATIC DICE SHAKING MACHINE
Produced between 1893 and 1896

It's small. It's simple. It isn't really very impressive, and the game is over in an instant. Yet this diminutive dicer and the many others like it are the early classics of trade stimulator collecting. To many collectors, these old saloon dice games are kingpin pieces, and in their opinion no trade stimulator collection is worth a damn unless a Victorian Age dicer is included.

The first Trade Stimulator volume barely touched on these ancient machines, but in this second volume we'll make up for that. They were originally passed by editorially because they are really quite esoteric. To the uninitiated they hardly seem worth the money they command. But to the true trade stimulator enthusiast, they are golden, and practically worth committing anything short of serious crime.

The American Automatic AUTOMATIC DICE SHAKING MACHINE is just about the oldest, and most desirable. The thing that is so neat about it is the bentwire plunger just over the coin slot on some models, a fairly unique "handle" for any slot machine. The brass plate with the coin slot in this example carries the die-stamped lettering "Drop One Cent In Slot/Push Upright Bar Down" with the reward card paper stuck on front saying "REWARDS/FOR CERTAIN THROWS." The award paper is just glued to the metal case — remember, these machines were cheap in their day, and certainly not made to last a lifetime — carries the sellers name, saying, "American Automatic Machine Co., Room 712, Bennett Building, Nassau Street, New York City." But here's the tricky part. Of the half-a-dozen or more of these machines that survive in collections, each one is different, either in small details, or big. Another one virtually identical to the one in the photograph carries a brass nameplate for the American Automatic Machine Co. in Room 712 on Nassau Street, plus a paper panel that says, "Automatic Manufacturing Company, 655 First Avenue, New York." Still a third version is shown in detail in the Hudson-Moore catalog sheet produced in the editorial secion of this book. Hang on; we're just beginning! A Scarsdale, New York, collector has one that is just about the same, only his has a flat top plunger instead of the bentwire bar. Other identical machines showing different nameplates in both bentwire and plunger versions were advertised by Samuel Nafew Co. in 1896 and 1897.

Exciting as this machine is in itself, it's the paper and the company name graphics on newly discovered examples that create the most excitement. Can you find one? Why not; the editorial section of this book tells about a neophyte collector that found one in the basement of an old hardware store in his own town, getting it for peanuts. The graphics on that example added the name Ogden, so you never know what you'll find.



American Automatic AUTOMATIC DICE. Bill Whelan Collection.

U. S. Novelty (Caille) WINNER (DICE)

Produced between 1893 and 1922

U.S. Novelty (Caille) WINNER (DICE). Bill Whelan Collection.

At least two decades before coin machines were being made the mechanical dicer was a common sight in saloons and pool halls. It was usually a tall glass dome on a wooden or metal base with anywhere from two to five dice under the glass, depending on the game. Sticking out of the base was usually a hand-operated lever, plunger or dial connected to a platform kicker that agitated the dice to simulate a throw. When the coin-operated machine came along, all that was needed was the addition of the coin slot, a coin releasing mechanism and a cash box. Virtually everlybody tried their hand at it, and there are dozens of different kinds of coin-operated dicers from the early 1890s.

The one that stands out as the most popular is the one that lasted the longest, being sold as a new machine longer than any other slot machine ever made, before or since. It was introduced by the U. S. Novelty Company, one of the first Chicago coin machine producers, in 1893. The mechanism is very simple, and reliable, and the cabinet was easily assembled out of highly decorated cast-iron sides. They called it WINNER. These machines are quite rare and very valuable. They were made in penny and nickel play. A typical serial is 1955.

When U. S. Novelty went defunct in the middle 1890s the machine was picked up and produced by other makers, finally ending up with Caille Brothers Company in Detroit, who made it between 1907 and the early 1920s as WINNER DICE, with payout indicated in cigars. Play was 1¢ and 5¢ and the cast iron cabinet design is virtually identical to the U. S. Novelty original. Watling also made WINNER DICE. Then, when Caille stopped, a raft of smaller producers came out with their own versions, often adding casting trim in the form of their company name. Keystone Novelty and Manufacturing Company in Philadelphia started making the machines as the Keystone WINNER around 1924, producing the cabinet in aluminum in 1¢, 5¢ and 10¢ play. The Unit Sales Corporation, located in unlikely Lincoln, Nebraska, started making the machine in both cast iron and aluminum as WINNER DICE in 1925, and not much later the Southern Novelty Company in Atlanta, Georgia began to make the dicer in aluminum as CHUCK-O-LUCK, with the IMPROVED CHUCK-O-LUCK made for dime play coming out in 1926. And that is not all as they keep cropping up. Newly discovered machines continue to add new company names. Obviously, WINNER was a winner!

Amusement Machine COMBINATION "JACKPOT"

Produced between 1893 and 1895

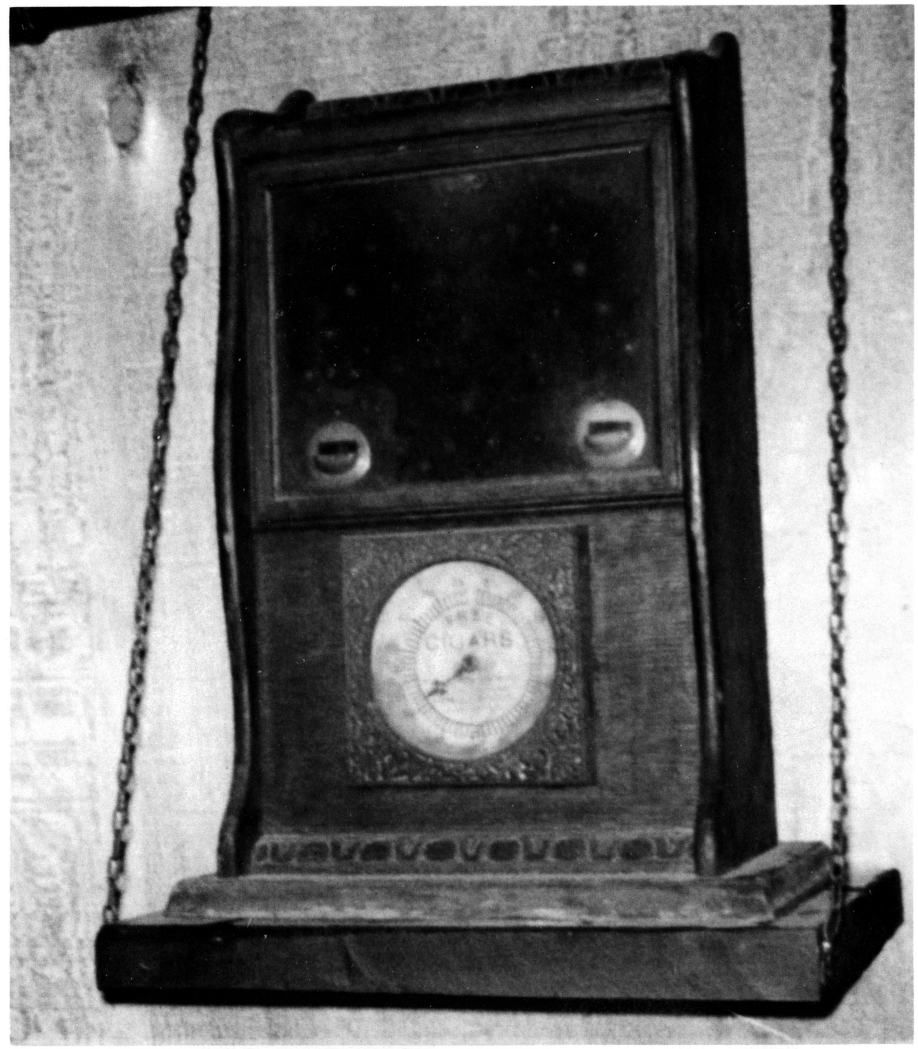
You are looking at what was thought to be the only know surviving example of a machine that has dedicated trade stimulator collectors biting their nails. And would you believe it, this almost pristine example of the unique Amusement Machine Company COMBINATION "JACKPOT" isn't even in a coin machine collection. It's part of the wall display of a theme restaurant in Louisiana.

There's quite a story behind this machine, and the others that grace the walls of this eatery. It seems that when the restauranteur was putting his establishment together he decided he wanted some local atmosphere, and aimed for a Mississippi River steamboat decor. So he went to auctions to pick up old riverboat junk, bidding on wholesale lots. Piled in with a lot of Old Man River stuff was a bunch of old countertop slot machines that had been operated on the boats. The buyer was told that this particular pile of stuff dated from the pre-Civil War era, so up they went on the restaurant walls as pieces from the 1860s.

One balmy evening Cincinnati gambling paraphernalia collector Bob Rosenberger strolled into said restaurant with a business associate and sat down to one of his famous hearty meals. After a few pops, and once the steak was ordered, Bob went to the salad bar, piled up his plate, poured on the salad dressing and looked at the wall. He damn near dropped his plate. He didn't know what he was looking at, but he knew whatever they were — and there are about a half-a-dozen different old machines from the early 1890s on display on small shelves supported by chains — they were rare, and old, and unique. After seeing this vision of coin machine loveliness, he couldn't eat another bite.

Since that time Bob, and wads of other people, have hit on the restauranteur to sell the machines, but the owner steadfastly refuses to give up his "Civil War" momentos and end up with two blank walls. So there they sat for years until one dealer finally cracked the sale. Since the discovery was made, and once collectors knew what a whole new assortment of really old machines looked like, every single one of them were soon found elsewhere — except one! That was this machine, thought to be called PERFECT; the machine name was known from an old catalogue but the maker remained unidentified.

Then collector-dealer Larry Lubliner of Highland Park, Illinois came up with one found in Wisconsin in the fall of 1979. This time around astute coin machine collectors got a chance to see this incredible mechanism. It's early, and crude, but clever as the dickens. For every coin played that doesn't win, a clockwork pointer advances a notch one at a time up to 75. If the coin goes into one of the two winning pockets, the payoff is made according to the paper, which reads, "FREE CIGARS. When coin goes in either pocket you are entitled to number of cigars indicated by pointer." That way the merchant got a nickel for every cigar, and some lucky player hit a cigar bonanza. Lubliner's machine added more knowledge, too. It has a nameplate saying, "Amusement Machine Company, 587 Hudson St., NY.," identifying it as one of the few known machines made by the first full-line slot machine producers in the country, and as such, a very historical machine.



Amusement Machine COMBINATION "JACK POT. Courtesy Larry Lubliner.

Since then an actual Amusement Machine Company mailer has been found that identified it as the COMBINATION "JACKPOT" with the PERFECT name assigned to a Clawson machine. That is how knowledge is assembled, by the inches.

Western Automatic IMPROVED ROULETTE

Produced between 1893 and 1904

Western Automatic IMPROVED ROULETTE. ChicagoLand Show, March 1985.

The principle of the roulette game attracted coin machine makers from the very beginning, both because it had long been a well-known chance game format and because it is relatively simple to mechanize, at least at its disc-and-ball-spinning level. It would be a decade before slot machine makers figured out how to create an automatic-payout coin-operated roulette game, and until that was achieved the roulette principle reigned supreme as one of the best known trade stimulator formats.

Hudson-Moore in New York apparently made it first as the AUTOMATIC ROULETTE countertop trade stimulator with a circular paper reward card in the center of the roulette wheel that say "Free Cigars," with payouts of from zero to five cigars, depending in which hole the free spinning ball bearing lands. The disc spinning mechanism is in a circular oak and metal cabinet about nine inches high, with the action taking place under clear glass. The weight of the coin releases a lever which is pushed down to quickly spin the disc. Only a few of these circular machines exist.

The original mechanism was easily manipulated for free plays and jammed or otherwise screwed up, so a sturdier mechanism was worked out. At that point everybody got into the act, with Hudson-Moore making the IMPROVED AUTOMATIC ROULETTE while the IMPROVED ROULETTE was made by over half a dozen producers. The newer model was housed in an oak box from ten to eleven inches square, around seven inches tall, with castings and trim as well as marvelously detailed decals, depending on the manufacturer. The circular reward card still says "Free Cigars" under glass, with the coin slots and push levers varying from one maker to another.

IMPROVED ROULETTE was made by Clawson, Maley, The Leo Canda Company in Cincinnati, the Mansfield Brass Works in Mansfield, Ohio, and other eastern producers. Machines also carry the nameplates of The Kernan Manufacturing Company and Ogden And Company, both of Chicago; Samuel Nafew Co. of New York and Chicago; and T.J. Nertney of Ottawa, Illinois; with most surviving machines made by The Western Automatic Machine Company of Cincinnati. Sadly, most of the surviving IMPROVED ROULETTE machines are in poor condition with stamped brass or decal nameplates missing so it's often hard to tell whose machine you've got. A typical serial number is 30, die-stamped in the oak cabinet at the back.

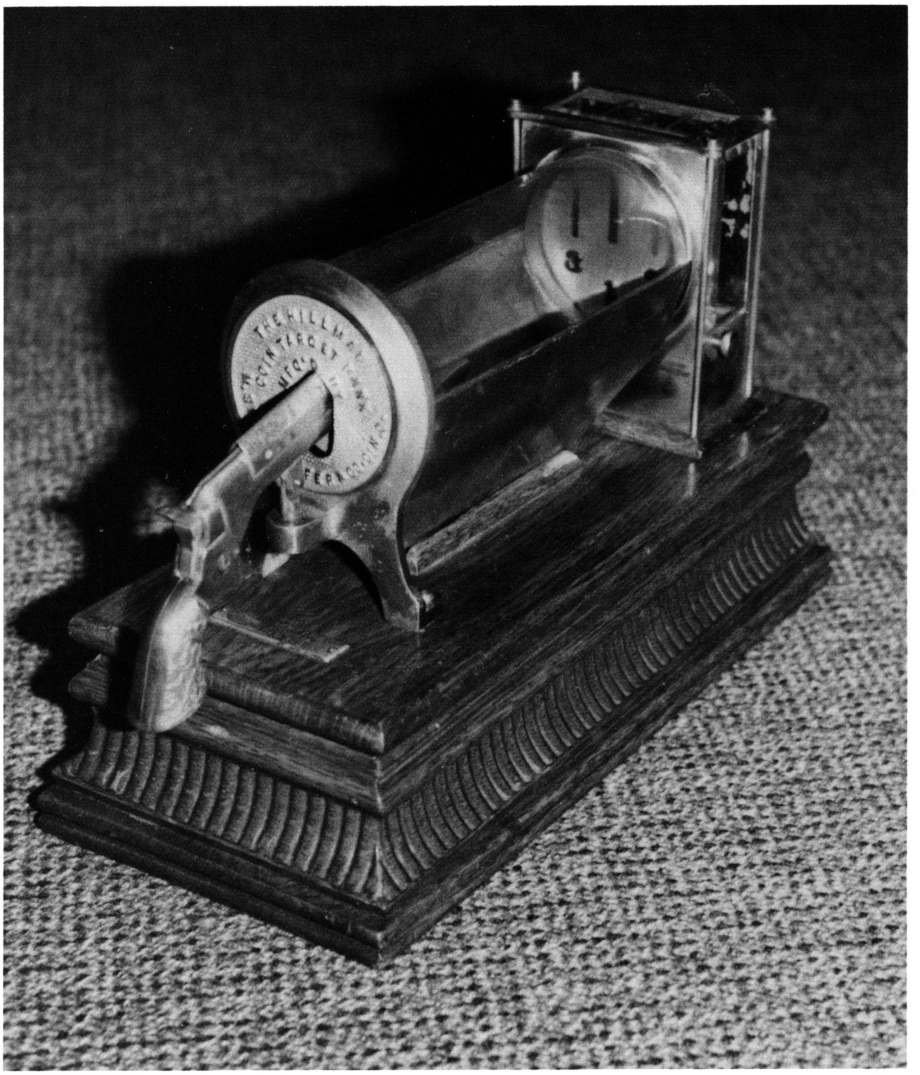
Siersdorfer COIN TARGET BANK

Produced between 1894 and 1898

We're back in business with the mechanical toy bank people, or more accurately, they're back in business with us. Here's another one of these amazing machines that first seemed to be a child's toy bank when in reality it is a gambling device. As chance machine collectors, we're all probably lucky that this identification error was made years ago, because if it hadn't been, these great trade stimulators might have been lost forever. Proof of that pudding is the fact that the only examples known are, or were, in toy bank collections.

This beautiful example of the Siersdorfer COIN TARGET BANK is in the Edwin H. Mosler, Jr. Collection. The artfully lighted picture was taken by New York area coin machine collector Ken Rubin, and you can just about make out the lettering in the front end casting. What it says is, "THE HILLMAN/COIN TARGET BANK/Mfg'd By/M. Siersdorfer & Co./Cin. O."It's that word "Bank" that missleads, but it was meant to. Back in 1894, the idea of gambling and slot machines was bad berries to a lot of people, so when straight manufacturers got into the business they liked to cover their tracks. Siersdorfer seemed to be as straight as they come, making bottle stoppers, apple corers, ink wells and towel holders. And "Banks." Or so it seemed. Research proves otherwise. Old *National Police Gazette* ads in 1894 show "M. Siersdorfer & Co., Cin'ti, O." as offering "3 Slot Machines Free" to anyone who had saloon and cigar store contacts and wanted to act as a Siersdorfer sales agent. Old R.G. Dun & Co. financial reference books for 1894 list Siersdorfer as making "Wholesale Patent Novelties," and Cincinnati records show the company in business between 1890 and the end of 1894.

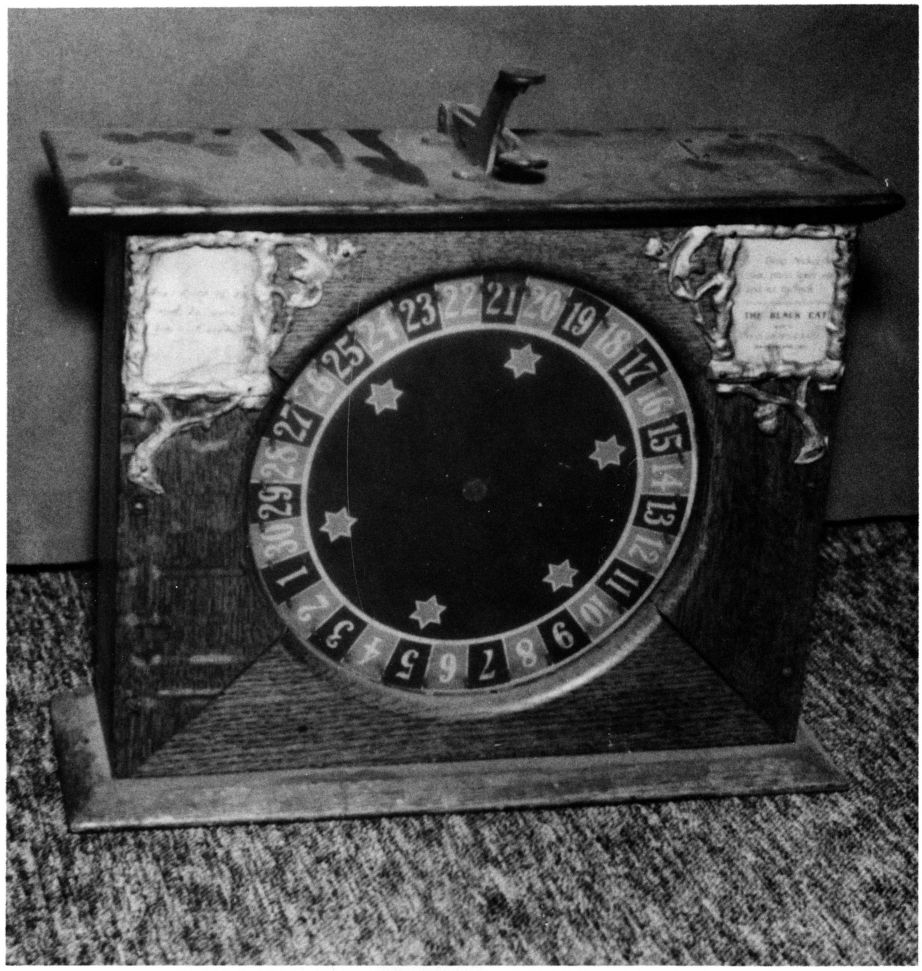
The real clinchers come from other sources. The "Hillman" machine (whoever Hillman was; I've never been able to find out) is advertised as the COIN TARGET BLANK (the latter a typo for "BANK") in the 1897 Samuel Nafew Co. catalogue along with their slot machines. The description is great, and proves its use. "Place your coin in the pistol, take aim and shoot. If it goes through one of the three openings you will be rewarded according to number of cigars called for on the prize card which we furnish with each machine." Little kids shooting pennies for cigars? Banks, my behind! But the prize winner is an old saloon interior photgraph from 1898 that I picked up a while back. Sitting next to a Sittman & Pitt MODEL card machine is a Siersdorfer COIN TARGET BANK ready for play. So I say we should keep all little children out of those saloons and teach them to save their money in a sock.



Siersdorfer COIN TARGET BANK. Edwin H. Mosler, Jr. Collection.

Griswold BLACK CAT

Produced between 1895 and 1898



Griswold BLACK CAT. Jack Freund Collection.

When you got it, flaunt it! In marketing and promotion, that idea is as old as the hills; it goes back a long way. Rare is the coin machine idea that hit it big that wasn't spun off into another idea or two, or three. Equally rare is the spin-off idea that hit it as big as the original, or even came close. The Griswold BLACK CAT is a good example.

The large automatic payout slot machine collectors hardly know the Griswold name, but the trade stimulator collectors accept it as part of their jargon. Without question, the most common really old trade stimulator is the Griswold WHEEL OF FORTUNE of 1893 and years afterward as described in the first volume of this, *"An Illustrated Guide to 100 Collectible Trade Stimulators"* series. Milton O. Griswold — a Rock Island, Illinois, machinist— made quite a name for himself in the early 1890s with the machine and continued to do so for years ahead as evidenced by the Griswold STAR, described in later pages of this volume. But between the popular half-wheel machines of the 1890s and the 1920s, Griswold tried a few other ideas that didn't come off as well, and in so doing, created some of the most desirable Griswold collectibles of all.

The original Griswold WHEEL OF FORTUNE idea of 1893 consisted of a heavy cast iron flywheel in a box with a decorated wheel on its face. The wheel was spun by pushing down a lever on the front of the machine that was released for play when a coin was dropped in the slot. Only the top half of the spinning disc was exposed, with a stop arm at the top indicating the winning (or most often, losing) number for a single or multiple cigar payoff. A year or two after Griswold's machine started to hit the cigar stores, saloons and barber shops of America, Gustav F.W. Schultze in San Francisco and Daniel N. Schall in Chicago started making the first of the nationally popular automatic payout counter wheel coin machines that really started the slot machine boom of the middle and late 1890s. Already having a patent on a trade stimulator that looked a lot like the Schultze and Schall machines — although it was smaller and didn't make a payout — Griswold aped the big guys and came out with the BLACK CAT. It's probably the best looking Griswold ever made, both because of its full-face decorated wheel and its marvelously detailed directions and reward card frame castings.

Particularly unique is the play handle on top — not on front — of the machine. You grip it with your thumb and forefinger and squeeze the two together after dropping a coin. The directions say "Drop nickel in slot, press lever up and let fly back." But watch it. This little scissors grip devil has a nasty way of nipping your fingertips. Maybe that's why it is a fairly rare piece.

Canda BONANZA

Produced between 1895 and 1899

Someone who didn't know anything about coin machines might take the Canda BONANZA to be a gas-fired backyard outdoor barbeque at first glance. It has the same pot-bellied look and is made of the same cast iron. Who says that industrial art doesn't repeat itself?

It is that distinctive pot-belly cabinet that makes the Canda bonanza such a desirable machine; that, and its name. Unless you really know your cast iron, it is difficult to tell the floor pedestal card machines apart. If you think in dollars it almost doesn't make much difference as most of them go for just about the same money. But if you're into the aesthetics of the really old machines, there's a great deal of difference between one machine and another, oh my yes. What really makes the Canda so neat is the fact that it is the product of the first producer that really popularized this machine class.

The BONANZA isn't nearly as well known as its older sister, the Canda SUCCESS. Actually, it's a trasition machine and didn't last as long. Where the older "Iron Card" machines — the generic class name for these machines in their heyday — slid their coins down to a cash box in the base, the BONANZA kept its coins in its deep cabinet. Later models of the SUCCESS did the same thing.

One nice touch on the machine illustrated is the original marquee, a cast iron frame held on by bolts from the inside that acted as a frame for the reward card. Sadly, many of the old card machines that are found have this highly decorative piece missing. That's the bad news part. The good news part is that a wide variety of these old plated cast iron frames have been recast from originals, so no old Iron Card machine needs to go on display without a header.

The next problem is the paper. This too has been reprodeced, but generally for Mills or Caille Bros. machines. Only recently has the Canda panel been reproduced by Bill Whelan, probably because so few in good condition exist. But when old marquee paper finds are made they are sometimes made in multiples. It has happened often enough to indicate an active policy of the past. Some lucky collectors, removing their marquee for replacing or to get a good look at the condition of their reward card, have found one, two or even three more cards in practically brand new condition underneath, often with slightly different payouts indicated. It seems the factory often supplied a variety of cards so the owner could run it under anyone of a number of "plans." There's no better way to protect paper over the years, so if you've never peeked under your original marquee, take a look.

Canda BONANZA . Tom Gustwiller Collection.

Incidently, the price of a new Canda BONANZA in 1898 was $14.

Drobisch ADVERTISING REGISTER

Produced between 1896 and 1899

Drobisch ADVERTISING REGISTER. Photography by Ken Rubin.

When you take your first look at an old slot machine or trade stimulator, you get a quick impression. If you've fooled around with this stuff long enough, you can practically date it within a five to ten year time frame and, based on its design details, even name the manufacturer. There has been enough old catalog reprinting and fanzine press in *The Coin Slot* and other publications to acquaint most serious collectors with the general run of machines. I'm not saying it's easy, but before you know it, you know more than you think you do.

Until you get the first look at a really strange machine, particularly if it looks unlike anything you've ever seen before. What do you do then? Guess? That's a poor approach to machine identification, but sometimes — if there is no other alternative — it's the only way to go. But make guesswork the last step if at all possible, because your guess becomes the next collectors' "fact," and suddenly it starts enduring as oral and ultimately, written history. We're facing enough of that early collector guesswork already, with a lot of it polluting the atmosphere for the serious researcher. I won't even suggest how misleading it can be in a buying or selling situation, and what it can mean in terms of the price paid vs. actual value, both up or down. That's one of the major reasons why these illustrated price guides were created, both to identify known machines and provide a platform for the identification of the unknown models. Someday virtually all antique coin machines will be identified, but at the rate the mavericks are still showing up, it's obvious that will take a long time.

No matter! The machine itself can usually tell you a lot, even if it is a strange one. The Drobisch ADVERTISING REGISTER is a classic example. When Illinois collector Allan Pall picked up the example illustrated, he wondered what it was. Subsequent digging proved it to be exactly what it said it was on the machine. The beautifully colored and detailed printed graphics for Weimer's Perfecto Cigars under the pin field has a small, printed panel at the top that says, "ADVERTISING REGISTER/Patented December 16, 1896/Drobisch Bros. And Co. Manufacturers Decatur, Ill." Few collectors had ever heard of Drobisch, so it was classified as a "Mystery Machine."

In the meantime, a few other collectors also had different machines carrying the Drobisch name — the firm is described in some detail in the Volume I Trade Stimulator book — and slowly but surely a picture of the diversity of Drobisch production began to take shape. The final steps were a check of the original patent, revealing an application for a "Bonus — Determinging Device" dated June 22, 1896 that shows the ADVERTISING REGISTER in full detail. Then, the author's collection of old slot paper revealed the same machine in the Ogden & Company 1898 catalogue in which it was called the ADVERTISING REGISTER, only the printed graphics were different. So we have the whole story except one, where are these machines? To date, the one illustrated, one shown in a Western collectibles book and one that showed up at an auction are the only known surviving examples.

Waddel
DISCOUNT BICYCLE WHEEL
Produced between 1896 and 1903

One of the greatest aspects of antique coin machine collecting is the enormous diversity of its unknowns. I often ask myself why so many collectors spend so much time, effort and money on a bunch of beat-up old store machines that hardly anyone knows anything about when they could spend a hell of a lot less on antique clocks, guns, coins or bottles that are well catalogued and rigidly priced. The question answers itself. For me, anyway. There's a lot of excitement in not knowing what something is or when it was made, and then finding out — if you can. Often you can't, or you're wrong. I won't say that collecting things that are well researched or don't experience major swings in value isn't exciting, but I can unequivocally state that coin machine collecting and fact-finding is never boring. Never!

Just imagine this. In the over one hundred years that slot machines and trade stimulators have been an important part of the American marketing scene, no one ever sat down to do their history until now. A whole class of indigenous American machines with thousands of different varieties, and the obvious was never done.

That means it's up to you and me to bring sense and logic to a cluttered past, with the discovery of a "new" old machine or just a piece of paper adding to or changing the history we are so laboriously building bit by bit. Museums aren't doing it, nor are well-paid subsidized researchers. So this recreation of an all but forgotten chunk of American history is left to part-time enthusiasts, researchers and collectors who do it because they like to, squeezing out the time to find another machine or get things right amid the pressures of working for a living and keeping the lawn mowed. Someday the major publishers and the well-funded public museums will embrace our interests and literally take it away from us, and start to tell us what's real, and right, and charge us admission for the privilege. But they'll only be able to do so because we laid the groundwork and gave it away for all to share.

In the meantime, this small corner of the collecting world is ours and every machine we find or fact we learn is a shared experience. The learning part is just as exciting as finding because just when you think you know something cold you sometimes find out you're absolutely wrong. The Waddel wheel is a good example. The original Volume 1 Trade Stimulator book dates the Waddel THE BICYCLE WHEEL between 1893 and 1908, and mentions the even rarer Waddel DISCOUNT BICYCLE WHEEL illustrated here. All of these Volume 1 comments are valid, but one fact was iffy. That's the starting date. Not one known example of the Waddel THE BICYCLE WHEEL carries a date or mention of a patent and no old advertising yet found even illustrates or describes the machines. So the date of origin had to be assumed based on known technologies. The guess was close. In March 1979, seeing a large private collection in Las Vegas for the first time, the author spotted an entirely different Waddel machine previously known from an old store interior photograph. It carried the patent date May 11, 1897. When the patent was looked up, it showed the DISCOUNT BICYCLE WHEEL exactly as illustrated here, with an application date of November 14, 1896.

Waddel DISCOUNT BICYCLE WHEEL. Gene Foster Collection.

Drobisch
STAR ADVERTISER
Produced between 1897 and 1904

Drobisch STAR ADVERTISER. Bill Whelan Collection.

For my money the descriptions of the Drobisch ADVERTISING REGISTER and Waddel DISCOUNT BICYCLE WHEEL on the two previous pages, this description of the Drobisch STAR ADVERTISER, and the Comstock THE PERFECTION and Decatur FAIREST WHEEL No. 2 descriptions that follow are the most significant pieces of copy in this book. They tell a lot about the process of identifying old machines and come to grips with some of the real joys and real problems of our chosen antique avocation. The enthusiasm is enjoyable but it's also hard work. Paradoxically, it's the work that makes it the most fun.

Tracing the history of machines like the Drobisch STAR ADVERTISER just goes to show how hard the work can be. About a dozen of these machines are known to exist, and there may be more. This practically mint example from the Bill Whelan collection in California promotes the W. L. Kline Company in St. Louis, MO and, like most other known examples, seems to carry all the identification data needed to establish its origin and place in time. "Seems to" are the key words, for in reality it doesn't, and the directions it leads the researcher can be very confusing.

In letters clear as a bell this machine carries the legend, "TRY OUR CHOICE CIGARS/Pat. Allowed Feb. 17, 1897/STAR ADVERTISER/WE HANDLE THE BEST." Seems easy enough; just look up the patents for February 17, 1897 date. No such patent. The next step is to search the ten or twelve thousand for the year, and you can see how impractical that is. But I did it. Still nothing. When checking patents you'd better have a real patent date or number, an inventors name, or a makers name with an approximate date for the latter two, or you've got nothing to start with and nowhere to go.

Luckily for all of us, other collectors in Ohio, California and New Jersey have STAR ADVERTISER machines with two having equally clear graphics. They both say, "WE SMOKE THE TROPHY CIGAR/Pat'n Feb. 17, 1897 STAR ADVERTISER" with one of the two and the worst of the three adding the copy "Drobisch Bros. & Co. Mnfrs." So the Drobisch identification is clear. There is also an interesting patent assigned to Drobisch about the same time. It's a design patent issued to William S. Graham of Decatur, Illnois on May 25, 1897 that shows the same diagonal machine face, only it is tilted on its stand. Graham applied for it on March 27, 1897. It's an incremental way of tracing a machine's history, but as shaggy as it is, it works.

Back to the patents and one to Drobisch on April 6, 1897. Same machine, only circular. The patent may have been "allowed" on February 17, but it wasn't issued until April 6. To add to the confusion, an almost duplicate model to the STAR ADVERTISER was also made by Drobisch as THE LEADER.

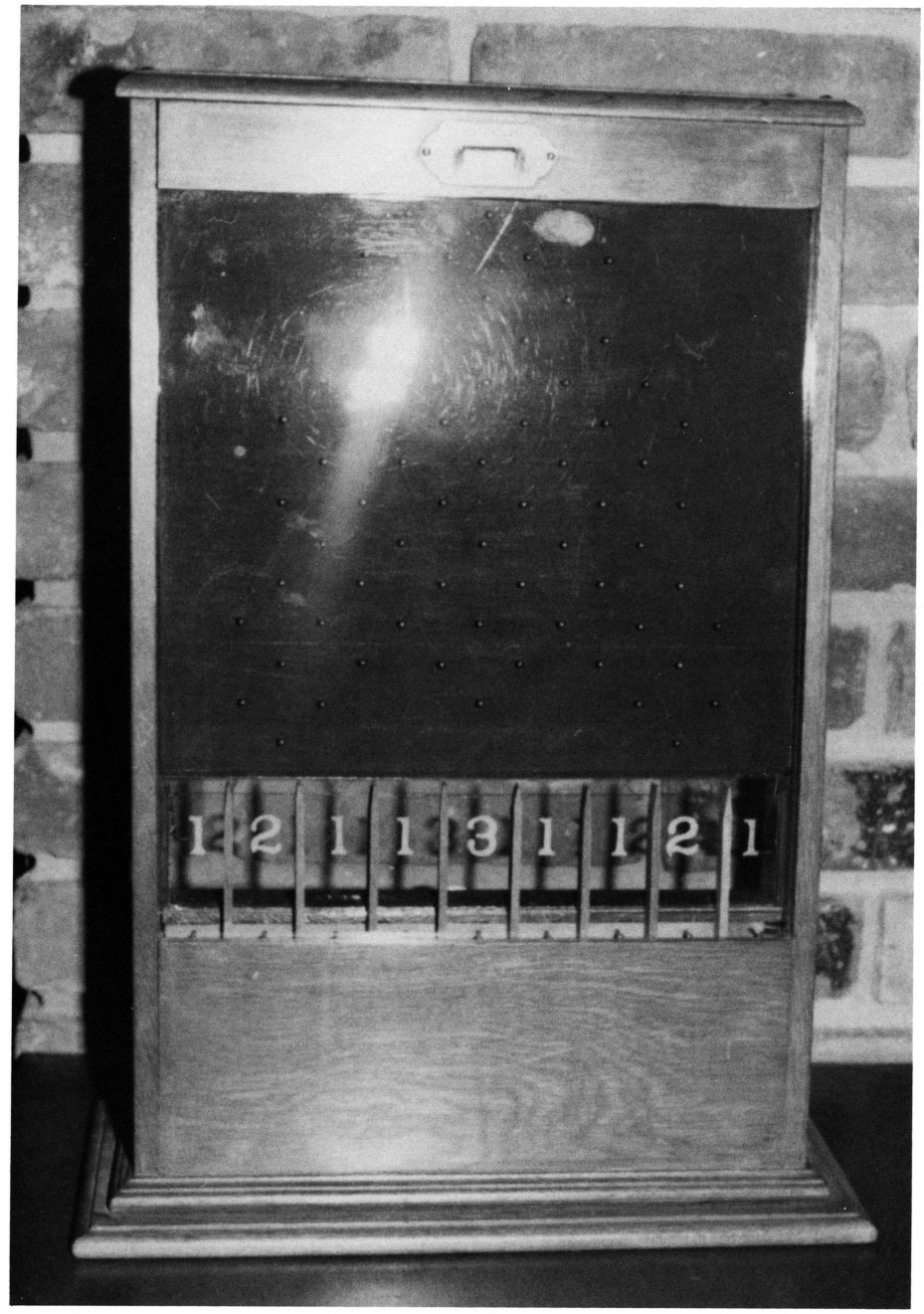
Comstock THE PERFECTION

Produced between 1897 and 1902

That's not a PERFECTION you might say after taking one look at this old coin drop. As proof, you might be tempted to turn to the Volume 1 Trade Stimulator book, and you'd have me. But not for long. The name "Perfection" was probably used for more coin machines than any other, and only the names "Jackpot," "Operators Bell," "21" or "Ace(s)" come close. But not close enough. PERFECTION machines were made by a steam tractor company, a machine tool maker, a coffee grinder maker, as well as Mills, Canda, Caille, Dunn, Watling, Maley, Western Weighing, White, Perfection Novelty Company and a dozen other coin machine makers, including Comstock.

Who's Comstock? That's what I asked myself when the first one of these things showed up. In all candor, I was way off on it and judged it to be an early 1900s machine. New York collector Ken Rubin found the first one early in 1976. It's the same old story. The machine seemed to carry its history, but really doesn't as it is quite misleading. It's a fairly standard-looking trade machine giving the player a chance at one, two or three times the amount played in trade. Except it is very tall and larger than it looks. The fortunate brass nameplace on the back (you can view its play action from both sides, so the storekeeper saw the same results from behind the counter as the player did in front) carries the copy "THE PERFECTION/Comstock Novelty Works, Fort Wayne, Ind./Patented Jan. 23, 1900." The Indiana origin was surprising, but that date wasn't, not until the patent was dug up. When it was, it turned out that the application date was December 30, 1897, over two years before the patent was finally issued. Also, another surprise. The patentee was a coin machine unknown named Charles D.C. Huestis of Fort Wayne, no company name. The fact that the machine carried that 1900 patent date meant that it was made in February 1900 or later and suggested that poor old Charlie Huestis might just have been sweating blood waiting for that patent. In those days a patent was usually issued six months after application, so a wait of over two years just might have indicated that it might never have been issued.

Then another example of THE PERFECTION showed up at an auction in Perrysburg, Ohio, in January 1978. Ohio collector Bob Legen got it, and this time the name plate said "Patent Pending," indicating earlier production between December 1897 and December 1899. That's the machine in this photograph.

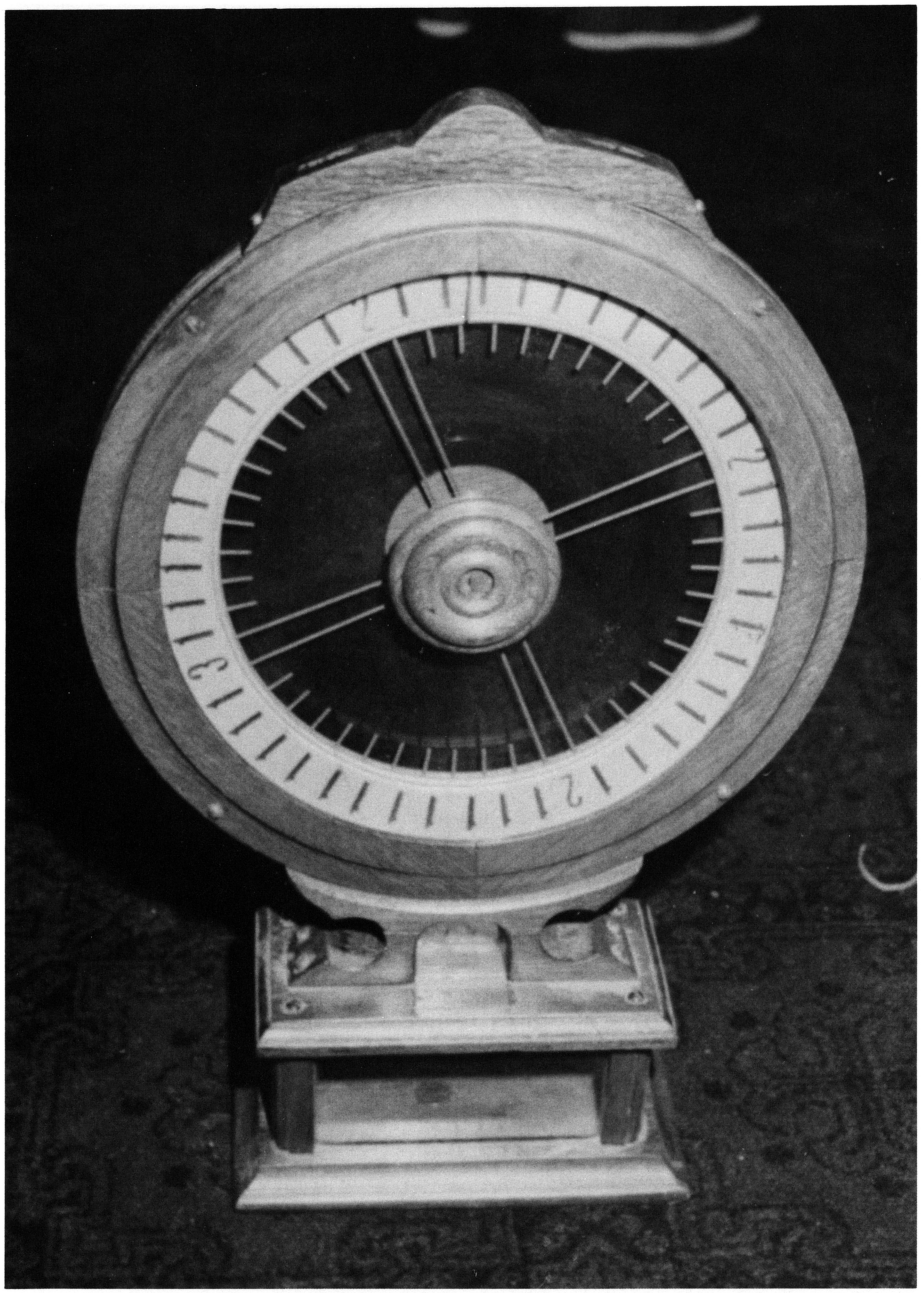


Comstock THE PERFECTION. Bill Whelan Collection.

Now we add another mystery of sorts. When Charles D.C. Huestis and the Comstock Novelty Works were checked out in old records in Fort Wayne, Indiana, it turned out that Huestis left town for Seattle in 1902, apparently selling out his wholesale grocery business. Groceries? Then who in hell was Comstock? No such company name ever appeared in the city directories or telephone books, and state incorporation records only carry a Comstock Novelty Company formed in Huntington, Indiana, in 1901. From here it takes guesswork; Charlie Huestis probably formed his own company to make the machine, or jobbed it out, but we just can't know for sure.

Decatur FAIREST WHEEL No. 2

Produced between 1897 and 1915



Decatur FAIREST WHEEL No.2. Photography by Bill Whelan.

When you learn only one thing for sure, a lot of other things often fall in place. Now that we know that the Waddel DISCOUNT BICYCLE WHEEL and THE BICYCLE WHEEL came out late in 1896, almost two years after the introduction of the Decatur THE FAIREST WHEEL of February 1895, the achievement of the Decatur Fairest Wheel Company and wheel inventor James G. Huffman take on a new glow. Huffman was first by a country mile, and everything else he did obviously led the pack.

The first THE FAIREST WHEEL, as described in the Volume 1 Trade Stimulator book, was a big machine with a wooden coin chute at the top and a sturdy wooden base. Drobisch, Waddel and others, taking their lead from the pioneering THE FAIREST WHEEL, made smaller and lighter machines and quite obviously enjoyed a great deal of sales success because they were easier to handle. Competition being what it is and always was, this is probably the reason Huffman made a smaller version of the original wheel with a brass coin entry, which any reasonable assumption might suggest an identification as FAIREST WHEEL No. 2, except it wasn't, as No. 2 was a further modification of the smaller wheel with a dual coin head with chutes left and right of the center.

Rare as the original large THE FAIREST WHEEL is, this is even a rarer model. It now seems that the production of the large wheel lasted only as long as the original Decatur Fairest Wheel Company, with the latest and last models having a glass walled boxlike base that served as a cash box. By 1897 the firm had become The Decatur Fairest Wheel Works and was making a much smaller and lighter wheel with a similar glass-walled cash box as shown in the photograph. Other weight-saving and cost-cutting tricks were applied, with the name "Fairest Wheel" stencilled on a wooden header while the patent date "May 7, 1895" is rubber stamped on the base. The earliest models of the smaller wheel also carry the die-stamped identification "The Fairest Wheel Co./No. 2/Decatur, Ill." on a light stamped tin center hub for the wheel. This part is often missing from the surviving wheels and most collectors don't even know it was originally there as the wooden hub is so well finished.

The visible cash box idea on the FAIREST WHEEL No. 2 seems to have been a direct steal from the Waddel and Drobisch wheels, but it's the least the latter makers could contribute to Huffman after swiping his original idea. This is also the only model of THE FAIREST WHEEL that could control the spin in either direction, depending on which of the two coin slots, left or right, were used. Most of the surviving FAIREST WHEEL machines are of the visible cash box variety and it seems to have been sold for a long time. The earliest ads showing the machine seem to have appeared in 1898, and the device was still being illustrated and sold out of saloon and cigar store supply catalogues as late as 1916. One purveyor even put their own nameplate on the machine, adding a small brass plate over the cash box that said "Albert Pick & Company/Chicago." Naturally, because of the added graphics, these examples are prime.

National (Mills) LITTLE MONTE CARLO

Produced between 1897 and 1910

The last half of the 1890s was an exciting time in terms of American population, marketing and industrial growth. Machinery literally went public, and the beginnings of electrical appliances, automobiles and even the airplane were being seen, soon to be the province of every man. Mechanical devices picked up a lot of sophistication in a few short years, with coin-operated chance machines moving forward as rapidly as the age, sometimes faster.

Slot machine companies — usually established by somebody with an idea or two — sprang up like sunflowers. One early producer was The National Manufacturing Company of New York City, a small producer of automatic payout gum vending, strength test and trade stimulator machines. National introduced the plain sheet metal cabinet MONTE CARLO, shown here, around 1897 as a much sturdier, more sophisticated and more colorful version of the older wooden box IMPROVED ROULETTE class of counter cigar machines. MONTE CARLO was literally the first of the metal cabinet machines so sought after by collectors. It allows 5-way multiple play, with counter payouts based on the color played, with increasing odds of from 2:1 to 12:1 paid in merchandise for plays on red, black, star, "0" or "00."

By the end of 1899 National had been bought out by The Mills Novelty Company of Chicago, the latter well on its way to becoming the largest coin machine producer in the country. Mills continued to sell MONTE CARLO as a Mills machine, ultimately modifying and improving the mechanisms now packaged in an elaborate highly nickel plated cast iron cabinet detailed and upping the payout odds to 15:1 and bringing the machine out as the LITTLE MONTE CARLO. A one coin play single-slot conversion plate also came with the machine so it could be run as a 5-way or single play machine. In its day LITTLE MONTE CARLO sold drinks and cigars, to be sure, but also expanded trade stimulator horizons to costume jewelry, store merchandise, and straight cash payouts. The Mills LITTLE MONTE CARLO is a classic cast-iron piece, while the original National MONTE CARLO is a treasure; it's rare as the dickens.

National (Mills) LITTLE MONTE CARLO. John Fults Collection.

Fey
KLONDIKE
Produced between 1898 and 1899

Fey KLONDIKE. Marsh Fey Collection.

Fey! Possibly the single most significant name in coin operated chance machines of any kind, and the best known name to collectors after Mills. If the name of Charles A. Fey is new to you, you are new to the field of trade stimulators and slot machines.

Charlie Fey had his shop in San Francisco, and in his early years (from 1895 to 1906) he made machines for California alone, specifically for his own coin machine routes. An original thinker, Fey still wasn't above appropriating an idea or two as long as it suited his purpose. KLONDIKE is such a machine. Drop a coin in one of the six slots and a pointer automatically spins. If it stops on the color you picked based on its color coded slot, you got paid off in trade accordingly, with green, white, yellow and blue paying off in higher amounts based on fewer stops. The whole idea is almost an exact duplicate of an earlier five-way machine made by the Cowper Manufacturing Company in Chicago called THE MIDGET. But the MIDGET wasn't in San Francisco, and Fey was. So he spun the sales his way.

Apparently only two of these machines are known, the one shown in this photograph in the collection of Marsh Fey in Reno, Nevada. If you have a copy of Fey's exceptionally fine book *Slot Machines*, you'll find an actual location photograph of this machine around the turn of the century on page 19 of the later editions.

The dating of the machine is fairly easy. The news of the Klondike Gold Rush (also spelled Klondyke, and, in the very early days of the gold fever, Clondyke, in the manner of the original Canadian-Indian name) hit San Francisco in the summer of 1896 like a thunderbolt. The gold rush in California half a century earlier had become a legend, and suddenly gold was to be had for the pickings once again. That's what the people said who came back. Even though most of the returnees were broke, people believed them anyway. By 1897 the name Klondike was on everyone's lips, and on a lot of coin machines to stimulate the play. The Fey KLONDIKE has a touch of this opportunism in its name, and on the machine.

The KLONDIKE name doesn't really fit the center circle very well, giving it the look of a makeshift addition. My hunch is the award card was entirely different on the original machine, with the machine name changed to capitalize on the gold strike. Fey was not only a mechanical brain, he was also a hot dog promoter. But what was the earlier name?

Mills
LITTLE DUKE
Produced between 1898 and 1908

LITTLE DUKE is a famous name in coin machines. Collectors who know both trade stimulators and slots immediately think of the star and moon or fruit symbol Jennings LITTLE DUKE automatic payout slot machine of 1931 and afterward when they hear the name. But that's not where the name came from. The name originally came out of playing cards, with a small, miniaturized deck known as Little Duke cards. Therefore, when the small countertop card machines came along, the LITTLE DUKE name was perfect for machines that utilized the small cards as reel symbols. The wonder is that the name wasn't used more often for card machines, yet it doesn't seem to have been.

The only machine that seems to have commandeered the name in the beginning was a five-reel card machine made by the Mills Novelty Company of Chicago. Rumor has it, according to old times and early writings in the coin machine business, that the LITTLE DUKE was the third machine to be produced by what was to become the mighty Mills Novelty Company of Chicago, but this seems unlikely. Mills was formed in the summer of 1897 and started out with a number of automatic payout counter wheel slot machines called the IMPROVED KALAMAZOO, THE AMERICA and, logically for the date, THE KLONDYKE. But maybe the LITTLE DUKE was the third machine created by Herbert S. Mills himself — the others were the product of the fertile brain of his father — and therefore got the rep. Little mind, for suffice to say LITTLE DUKE is an early Mills machine, and not a very unique or inspired one at that. Except for the fact that it looks so great. The machine survives in nickel plated and copper oxidized examples, and they are clearly cast iron classics. Another classic touch is the swivel base, permitting the machine to be spun around for confirmation of a winning play by a customer. One example in a midwestern collection has a serial number 1357 die stamped in its wooden base indicating some degree of productive multitude, or suggesting that all Mills card machines had a serialization of their own.

The midwestern example has actual reproduced Little Duke cards as reel symbols, complete with its Little Duke No. 24 Ace of Spades.

Cowper LITTLE DUKE machines have been rumored, as well as other Mills models. But they haven't been confirmed.

Mills LITTLE DUKE. Joe Welch Collection.

Canda
JUMBO SUCCESS
Produced between 1898 and 1900

Canda JUMBO SUCCESS. Jack West Collection.

The Canda "Iron Card Machines," as they were called in their day, were the most famous and most successful slot machine formats to be created by this pioneer Cincinnati firm. Their fame, and names, lived long after Leo Canda packed it up and the coin machine industry all but moved lock, stock and barrel out of this early industrialized Ohio river city.

The most successful were the SUCCESS and JUMBO SUCCESS machines, only it wasn't only Canda production that made this so. It all started with the Canda SUCCESS of 1895, a floor standing five reel card machine on a decorated cast iron pedestal made for saloon placement that is described in the first volume of these Trade Stimulator books. The playing card symbols on the contra-spinning reels were somewhat smaller than standard deck of cards used in table play, but that was to be expected in a coin machine as they always had been on the small bartop and floor stand card machines they were beginning to dot the countryside up to that date. Canda spun the SUCCESS idea out in a few directions, creating the similar cast iron BONANZA pedestal floor machine and the similar wooden cabinet countertop PERFECTION, PERFECTION FIGARO, UPRIGHT FIGARO and UPRIGHT PERFECTION machines. SUCCESS begat success as the beginning of a whole breed of card machines.

While the begatting was under way, Canda begot another card machine idea that opened the door to a whole new series of card machines that paralleled the SUCCESS developments. It started with a large wooden counter card machine called JUMBO, also available as a floor machine when placed on a masssive matching wooden stand. JUMBO wasn't really any different than the earlier Canda card machines except for the fact that it was so blasted big. The cards were not only full size, they were a big full size. That gave a new lease on life to a number of Canda card machines that used JUMBO as part of their name. The floor model GIANT CARD machine of 1895 became the JUMBO GIANT of 1897, and the pedestal base SUCCESS upped its card symbol size and its corresponding cast irton cabinet and stand to become the JUMBO SUCCESS of 1898, with the Canda SUCCESS and JUMBO SUCCESS standing side by side for the next few years as an either-or alternative to the card machine. Both became so successful they were practically inseparable in sales and promotion. For one thing, they almost always ended up on the same catalogue page together.

This togetherness didn't end when Canda did, for both machines were picked up for production by the numerous subsequent producers of the most successful of the Canda machines. When Caille Bros., Mills Novelty, Dan Schall, Watling Manufacturing Company and the Automatic Machine And Tool Company started making card machines based on the Canda prototypes, they all made both SUCCESS and JUMBO SUCCESS models. These later variants are highly decorated with multimetal plated and painted trim, making them a far cry from the earlier plain-Jane Canda models. But it was the Canda model that started it all, making this less than ornate version a prime collectible.

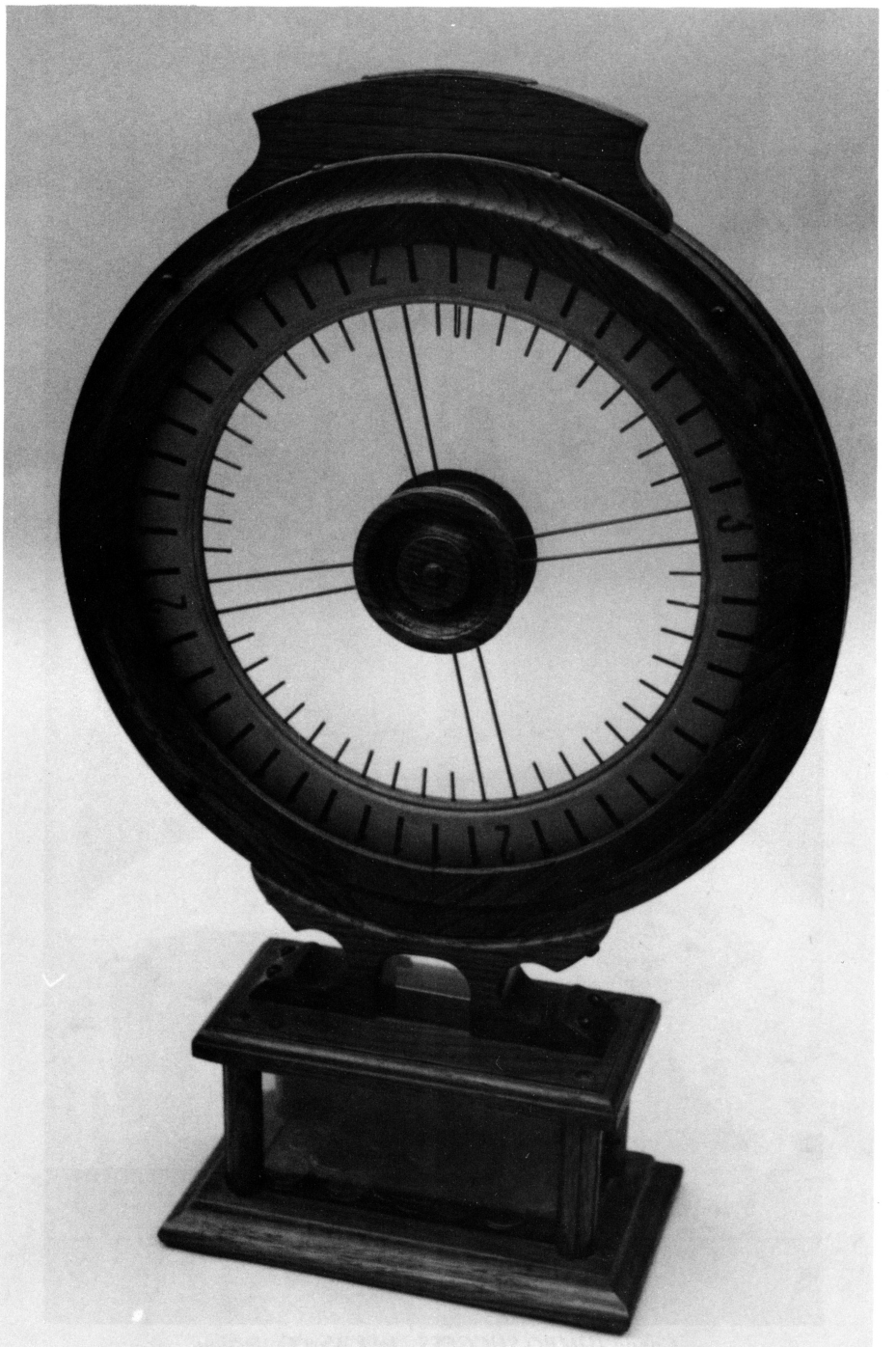
Decatur FAIREST WHEEL No. 3

Produced between 1899 and 1915

Officially there may or may not have been a Decatur FAIREST WHEEL No. 3. We know for sure that the original THE FAIREST WHEEL as described in Volume 1 was a large counter wheel trade stimulator patented May 5, 1895, and that it was revised downward in size as a smaller No. 1. Later it was reduced in weight as the FAIREST WHEEL No. 2 as described some pages back. The No. 2 model was based on the same patent (a rubber stamped patent date on most machines proves that) and was clearly the second model, with die stamped wheel hubs marked "The Fairest Wheel Co./No. 2/Decatur, Ill." proving that point. But from there on out we've got to make assumptions.

Clearly the wheel shown here is different. The name display header at the top and the wheel hub are different with the coin entry a single hole at the top center. The wheel could still spin right or left, depending on the spin put on the coin. But most everything else is just about the same, suggesting that the nebulous No. 3 is nothing more than later production of No. 2. Some of these machines have No. 2 die stamped on the center hub with the patent date die stamped on top of the base. Both of these smaller FAIREST WHEEL models were produced simultaneously, with No. 3 showing up sometime after No. 2. It's dumb little things like this that make it so hard to separate fact from fabrication, and researchers don't really know when they're making things up by embarking on a journey of wishful thinking. Sure, logic is a lot easier to handle than looseness — expecially if you're trying to tabulate something — but sometimes any attempt to impose logic on an illogical base can only lead to misrepresentation. So was there really a FAIREST WHEEL No. 3, or do we just want to make one up in order to catagorize something that resists order? You decide for yourself.

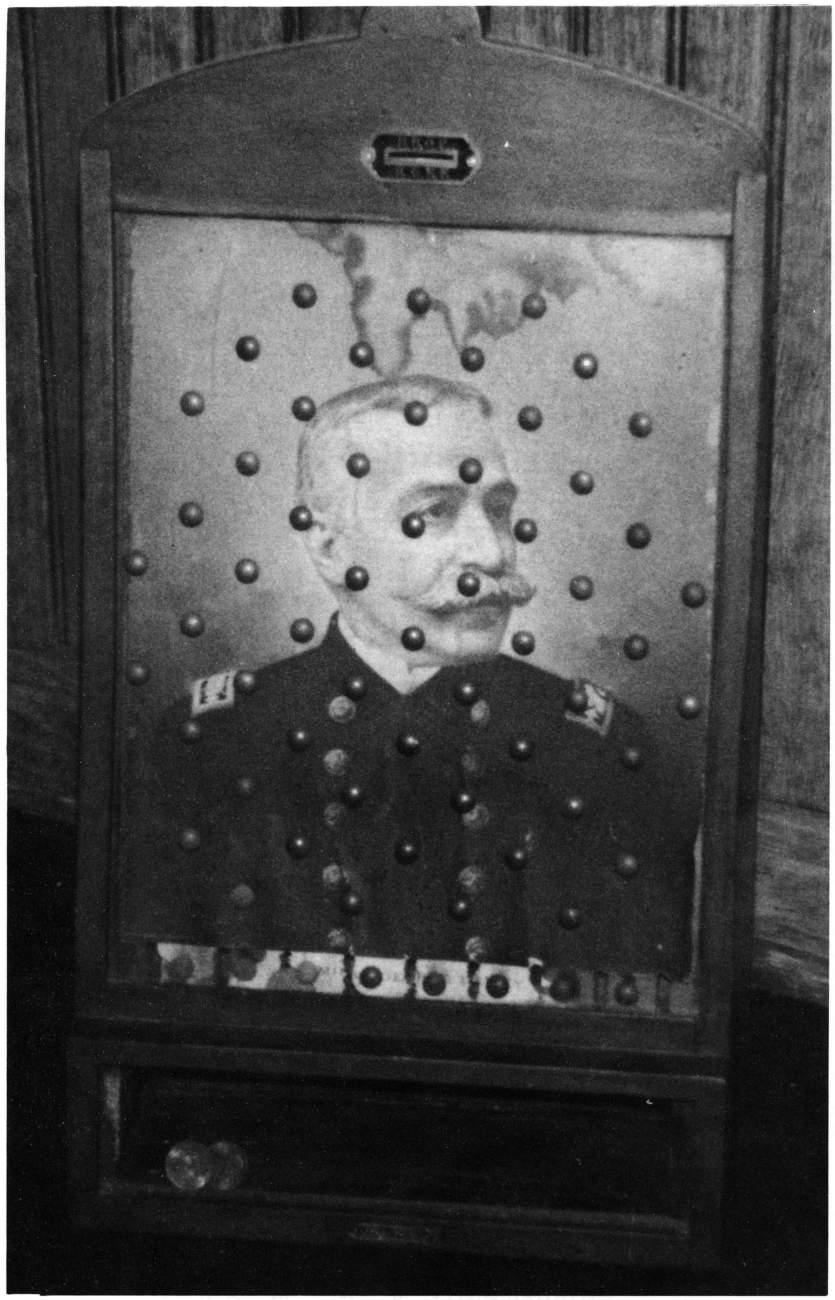
The facts are these: In 1899 or 1900 a Chicago saloon equipment and hotel glassware purveyor called Arthur Schiller & Co. issued a catalogue showing the glass-walled cashbox FAIREST WHEEL No. 2. Then, in 1907, an outfit called the White Vending Company on West Madison Street in Chicago — all that was left of the once-mighty White Manufacturing Company that used to make large floor model automatic color wheel payout slot machines a few years earlier — came out with an advertising folder showing the solid-walled cash box FAIREST WHEEL, saying "The wheel will increase your cigar sales for 10 to 100 percent and will pay for itself in 2 months." Then the glass-walled cash box model seemingly came back, featured as it were in 1911 and then the 1913 Albert Pick & Company catalogues directed toward saloons, restaurants and hotels. So is this a separate model, or an interim model, or just part of the FAIREST WHEEL No. 2 production? Until someone comes up with one with a wheel hub that says No. 3, or No. 4, or something different, we won't know for sure. Oh, there's also another surviving version that has the solid wall cash box with a small glass window. No. 5?



Decatur FAIREST WHEEL No.3. Bill Whelan Collection.

Bell (Wrigley's) DEWEY

Produced between 1899 and 1907



Bell (Wrigley's) DEWEY. Tim LaGanke Collection.

"I found a DEWEY!" Those words are enough to send a ripple of excitement through any coin machine collector's heart. "Only it isn't a DEWEY like a regular DEWEY; it's a DEWEY like a LITTLE DREAM." What kind of DEWEY is that, you say? At least four coin machine collectors (maybe more) have had the same experience, and the same reaction. It's a DEWEY all right — the small countertop device couldn't possibly have any other name based on that well-known face behind the big brass pins — but it's like no other DEWEY you've ever seen before. It's also quite rare.

This is one of those classic examples where the identification of the machine came out of the machine itself to be later confirmed by a piece of original slot machine literature. The device is a signularly unique countertop trade stimulator coin drop with pockets that offer payouts of a penny in trade for a penny played, or maybe two. The coins stay in view until relased by a lever behind the machine to drop into a large cash box in the wide base. Seven of the nine pockets say 1; only two of the nine say 2 (with some store keepers fudging the last "1" into a "3"), so the machine doesn't really give much away. What it does do is command your attention because of the colorful lithographed reproduction of the bust of Admiral George Dewey, the Spanish-American War hero, which covers the whole pinfield while the rest of the machine front serves as a picture frame. The only illogical part is the patent date stamped on the machine. Dewey was a non-entity until he blasted the Spanish fleet in Manila Bay in May 1898, and his real fame spread late in 1899 when he arrived in New York for a hero's welcome. Starting around August 1899 Dewey's face was plastered all over the country, and the political powers that be even touted the otherwise unassuming Admiral as a potential presidential candidate for the 1900 election. Everybody heard of the guy and, short of Teddy Roosevelt, he was the most popular man in the country. Yet, on this machine the patent day is noted as June 22, 1897 — a year before any of this started to happen. The only coin machine patent issued on that date that has any likely connection to a trade stimulator is Patent No. 585,077 issued to a "Jonas N. Bell" of Chicago for a single-reel trade machine know to be made as the NICKELSCOPE in 5¢ play and the PENNYSCOPE in 1¢ play. Furthermore, Bell's Company made the machine for a gum salesman named William Wrigley, with known examples carrying a namecard that say "Mfg'd by Wm. Wrigley Jr. & Co., Chicago, Philadelphia." The real maker was the Jonas D. Bell And Company (middle initial "D," not "N") of Chicago as proven by an old trade card showing the machine and discovered by collector Ira Warren at a Gaithersburg, Maryland, Flea Market.

Then the author stumbled across an original piece of Wrigley gum advertising in the hand of collector Fred Fried that showed not only the Bell PENNYSCOPE, but also this machine, calling the latter "Wrigley's Dewey Pin Machine Assortment." That patent date proves Bell made them both. The original Wrigley ad for the DEWEY is reproduced in the editorial section of this book. Would you believe it — both were given away for free when the store keeper bought a tie-in selection of Wrigley's gum. As an aside, so was THE BICYCLE.

Bennett STUCKEY CIGAR

Produced between 1900 and 1912

If the Bennett STUCKEY CIGAR has a vaguely familiar look, it's not surprising. It was illustrated in the first volume of this Trade Stimulator book series. When the landmark *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* was published in November 1978 the Bennett machine had just been discovered and little was known about it. The first, and to date, only, known example was found by a western collector, sold to collector-dealer Larry Lubliner in Highland Park, Illinois and subsequently resold to another western collector early in 1979. Such rapid machine movement is typical for a rarity such as this as other collectors see a single known example of a machine for the first time and then "just have to have it."

There's an enduring coin machine collectors' adage that once the first example of any machine is found, a second one comes along in rapid order. The marvel of this thinking is the fact that this has happened countless numbers of times, and whenever collectors swap stories along with their machines, the finding of the "second machine" — no matter what the machine is — is often widely discussed.

It didn't happen quite that way with the Bennett STUCKEY CIGAR; but it did happen. There are usually two ways that any "second machine" is found. The first, and the hardest, is through original discovery, that being the finding of a "second machine" through pure luck or happenstance, but based on the fact that now the finder knows what to look for, or can quickly recognize the find. That circumstance, more than any other, is what makes these illustrated price guides invaluable to the collector, picker, dealer or antique coin machine investor. The second way that a "second machine" is discovered is far more common. What happens is that a collector spots a rarity in print for the first time and says, "Hey, I've got one of those, only I didn't know what it was." That's how the Bennett STUCKEY CIGAR was duplicated, only not quite.

When Larry Lubliner showed up with the first example of this machine, the author went to work on its history. Large letters on the bottom of the front paper say"Manufactured for Stuckey Cigar Co., Lancaster, Ohio" while small copy at the upper left and right corners states "This machine manufactured by Bennett & Co./Kalamazoo, Mich." Experience suggested that the machine had "an early 1900s look" as described by the author. Once given the facts at hand, the Kalamazoo Public Library was able to come up with an identification of the firm and some dates, showing a Bennett & Company to be active between 1900 and the 1920s, making cigar cases and "novelties" between 1900 and 1912, and furniture thereafter. Coincidentally the Lancaster, Ohio Public Library identified a Stuckey Cigar Company that was active between 1899 and 1918. So it looks like an Ohio cigar company contracted with a Michigan cigar case maker to have them produce a cigar trade stimulator.

Bennett STUCKEY CIGAR. Tom Gustwiller Collection.

As for the "second machine," when Chicago collector Joe Vojacek saw the picture of the Bennett STUCKEY CIGAR in the first trade stimulator volume he said, "Hey, I've got one of those, only I didn't know what it was" and added, "because mine is called RED BIRD and it's made by an outfit called the Park Novelty Company in Kalamazoo." Park? Who's Park? Sorry, but you'll have to wait eleven pages for the end of the story.

F.A. Ruff
CRAP SHOOTERS DELIGHT
Produced in 1900

F.A. Ruff CRAP SHOOTERS DELIGHT. Mel Getlan Collection.

We know what this machine is worth and how rare it is. So far only one of these small cast iron beauties has shown up, so it's rare. Its value hasn't been tested on the auction block in recent years and you probably couldn't buy it from its owner at the prices listed even at the upper end, so it's valuable. The prices listed here only provide an equivalent value in the event another machine shows up, or two or more. It's just something to shoot at if you're ever faced with the opportunity to pick up a CRAP SHOOTERS DELIGHT. If there's any question in your mind about getting the machine at such a time, the answer is simple. If you like it — and a lot of collectors do, but they haven't been able to touch it — and the cost is anywhere near these listed values, get it. If the cost is any lower, grab it!

The Ruff CRAP SHOOTERS DELIGHT is one of those machines that seems to tell its whole life story on its face and body, but like a well-conditioned mature man or a beautiful older woman, age can be very misleading. Walk down the street someday and play a game; estimate the year of birth of the people you pass. To make it easier, accept the latitude of two years either way — that gives you a five year spread for error — in the same way the old carnival and amusement park weight guessing spielers used to make a bundle off the suckers with their spring-suspended weighing chains. Try it. You'll learn something fast. Younger people, even children, are fairly easy to figure within that five year range. Guess, and ask. Most people will level with you fast and tell you their date of birth. But the moment you get people in their forties, and especially past their fifties, male or female, it's anybody's guess.

It's the same with machines. If you didn't read the date at the top of this page, block it off and guess the date of the CRAP SHOOTERS DELIGHT, starting, and ending. Write it down, and read on.

When New York collector Mel Getlan first picked up the machine — and he still owns it at the time of this writing — he asked the author the date of the manufacture. The available data suggested it should have been easy to find, only it wasn't. The front of this unique dice machine says "Mfd. by F.A. Ruff, Detroit" in a cast iron nameplate, while the reward paper says "CRAP SHOOTERS DELIGHT/FREE CIGARS/DROP COIN IN SLOT YOU WISH TO PLAY." Five slots take either a penny or a nickel with from one to three cigars paid in trade for the penny winners and five times as many for a nickel.

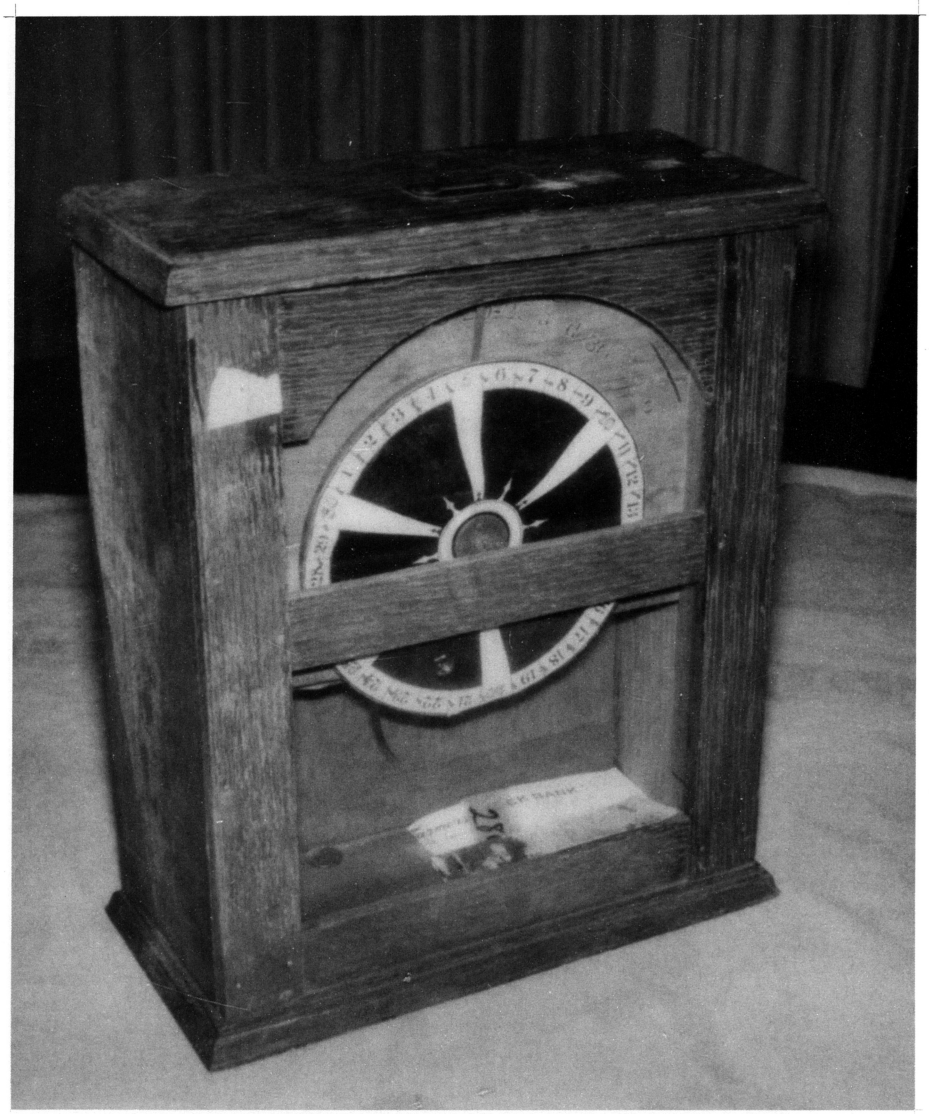
All that remained to be done was identify the F.A. Ruff firm in Detroit and its tenure by dates. The old directories were consulted in the Detroit Public Library, starting with 1916 and going backward because the machine seems to have a "teens" look. Three hours of searching and no luck back to 1905. The next trip to Detroit was two hours of digging and no luck from 1917 to 1928. A third trip to Detroit with the search starting in 1896 found Frederick A. Ruff in the real estate business. Then pay dirt. Ruff was a manufacturer of electrical switches from 1897 to 1900, and was back in real estate in 1901. There was a six or seven month gap between the two ventures in 1900, and that has to be it. A machine made for only a few months in 1900; no wonder they're rare. Correction; it's rare.

August HOODOO

Produced between 1901 and 1908

Most of the machines described and priced in this book, as well as in other illustrated price guides in the trade stimulator and automatic payout slot machines series published by Coin Slot Books, are available in some numbers. That is not to say they are common, but rather are recognized collectibles. Then there are the rarer machines available in limited numbers and the rarest of all, those represented by a single surviving example.

The single surviving example machines are often puzzling. The puzzle isn't as troublesome as it might be if the machine carries a nameplate, maker's name, date or patent number. Any one of these graphic features can lead to proper identification and dating. Any combination of two or more can make the job a lot easier. But a single example unknown machine with no date or name or patent number or clue to who made it can be a puzzlement of the highest order. There's only two ways to make identification. The first is the easiest, and that's the longshot hope that someone else has a similar machine that carries identification. Once the "mystery machine" is illustrated and described, the other owner has a chance to see it, raise a hand, and come through with clues to its origin. That happens more often than you think as collectors trade color Polariod pictures or carry the pictures in their books to auctions and other gatherings that attract coin machine collectors. This interchange of information is invaluable to coin machine collectors and dealers and one of the primary reasons why coin machine auctions and shows (such as major Flea Markets, the annual advertising antique shows at Gaithersberg, Maryland and Indianapolis, Indiana, and the major slot machine shows and auctions that have been conducted in Illinois, Nevada and California) have become so popular.

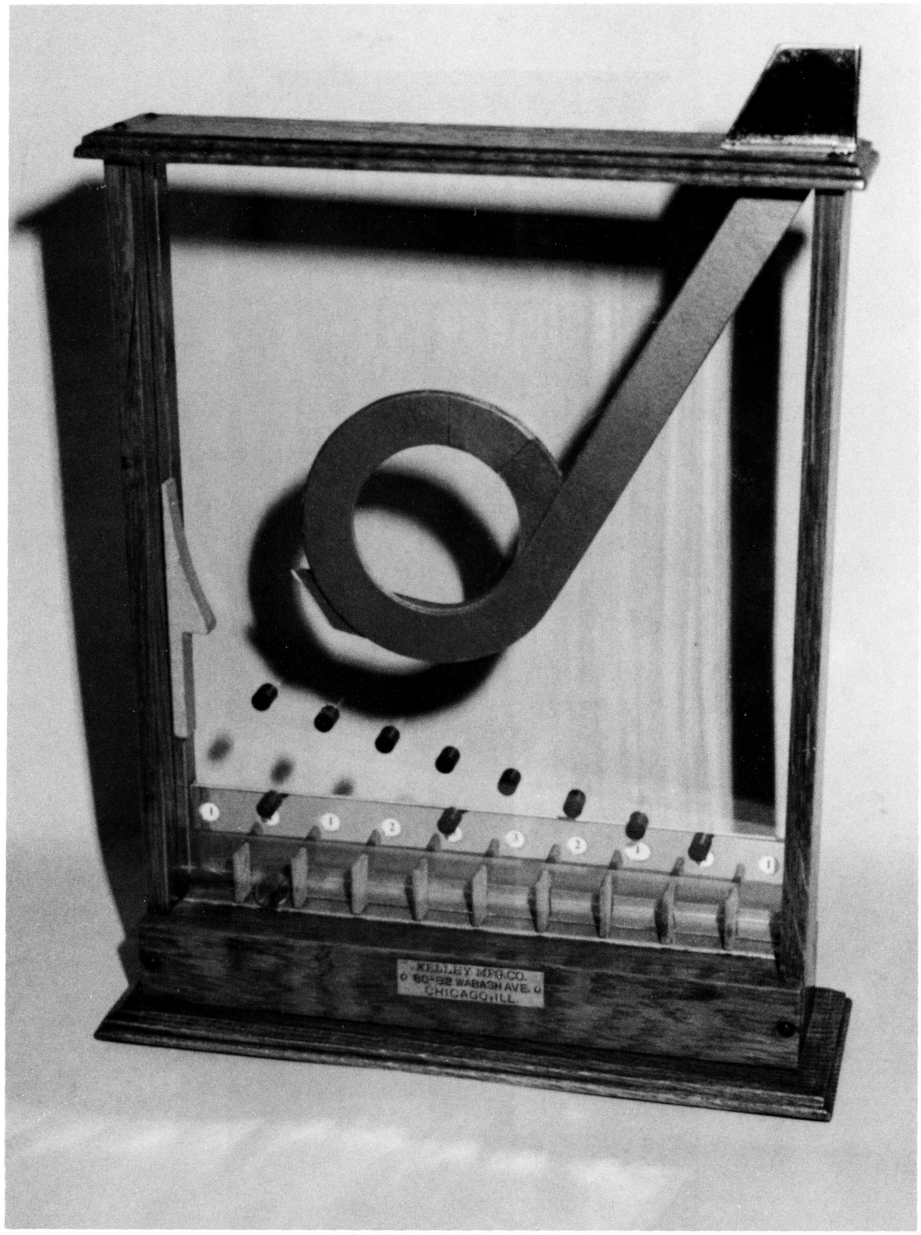


August HOO DOO. Anonymous Collection.

But what of the truly orphaned single example machine that carries no marks of any kind? There's only one way to pin it down, and it depends on luck. Someone — anyone will do — has to know that such a machine once existed and be able to spot it on sight if it ever shows up. Even here there's an easy way and a tough way. The as yet undiscovered machines that have appeared in old catalogs, in catalog reprints, or in old ads in *The Billboard, Automatic Age, The Coin Machine Journal* and other trade publications, are known to a number of collectors and slot machine history enthusiasts. So when such a machine shows up, chances are someone will say, "Hey, I know what that is; it's a whatchamacallit." That's the easy way to identification.

And the tough way? One person knows of the prior existence of the machine and as luck would have it the one person that has the only known surviving example of the machine just happens to ask the one who knows. In 1975 the author was plowing through a bunch of old patents and found drawings for a marvelous old trade stimulator called HOODOO for restaurant cashier placement that carried a marquee that said "Who Treats/You Do — I Do" and the name "THE HOODOO" at its base. The maker was the August Grocery Co. of Richmond, Virginia, a wholesale food supplier. Six months later a collector sent the author a photograph of the very same machine in the flesh, so to speak, and the answer was rushed back. "It's an August HOODOO, of course!" The collector never got over the instant return-mail identification.

Kelley
FLIP FLAP
Produced between 1901 and 1903



Kelley FLIP FLAP. Bill Whelan Collection.

Poking around in ancient coin machine history can be a lot of fun, and exciting if the results add to your knowledge or lead to the identification and/or dating of a machine. The experience of Chicago coin machine collector Joe Vojacek is a classic example. In trading around in late 1977 and early 1978, Joe suddenly found himself the owner of a truly unique trade stimulator. Drop in a penny at the chute at the top right and it spins around a runway gathering speed to shoot into the playfield. Joe had never seen one before. That's no small trick because Joe has been collecting for a long time.

The only clue to the machine's origin is a nameplate on the cabinet base that says "Kelley Mfg. Co. 80-82 Wabash Ave., Chicago, Ill." If Joe had acquired the machine only nine months later and after publication of the first *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* volume near the end of 1978, he might never have started searching for its origins. The reason, according to Joe, is that the first trade stimulator volume illustrates and describes a machine called THE KELLEY made by the Kelley Cigar Company of Chicago under the Kelley Manufacturing Company name, with the copy including a very brief history of the Kelley firm. After reading the copy, Joe would have let it go at that, figuring that the firm had been identified and that his machine was one of many made by the firm between 1901 and 1903.

But Joe didn't know any of this at the time, so he embarked on his own research. As he got deeper and deeper into the dig, he realized that the process of tracking down old coin machine history is time-consuming, labor intensive, and interesting — provided you find something. And he did. So he put all this thoughts and his notes down on paper and submitted the whole thing to the collector publication *Loose Change* as an article. *Loose Change* ran the article under the title"The Time Machine" in their August 1978 issue, and coin machine collectors were suddenly staring at the picture of a machine that none of them had ever seen before.

Joe's findings and his interpretations of these findings were interesting and correct. Quoting from the *Loose Change* article, "If we take the (City of) Chicago directories (in the Chicago Public Library) literally, there never was a Kelley Manufacturing Company at 80-82 Wabash. The address was occupied 1901-1903 ... at 15 and 17 Dearborn. Evidence indicates that the penny drop was made at the Wabash address ... before the manufacturing company merited a directory listing of its own. Consequently, the penny drop was most likely made sometime during 1903."

If Joe had kept digging in the Chicago directories after 1905, he would have discovered that the name Kelley Cigar Co. reappeared in 1906, lasting until 1908, indicating that the Kelley Manufacturing Company name was never the primary firm name and was only used to stick on coin machines. But history digging isn't easy and takes a long time, according to Joe. And that's for sure. As for the machine name, at the time it came out in the 1901-1903 period, a popular looping roller coaster ride called the "Flip Flap Roadway" was in operation at Young's Pier along the Boardwalk in Atlantic City, New Jersey, having been set up in 1898, so the name has been applied to the machine by the author. It's a guess, but probably as close as we'll ever get unless one with a name plate shows up. By 1906 the looping roller coaster was off the market because it had killed a bunch of people. And so was the Kelley FLIP FLAP.

Caille QUINTETTE

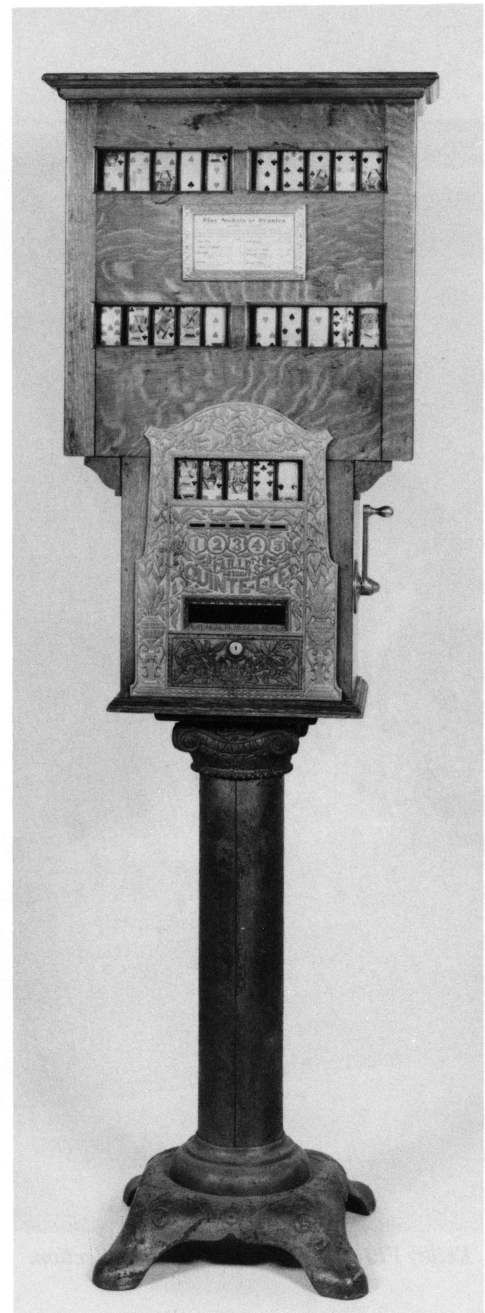
Produced between 1901 and 1913

What an absolutely marvelous machine this is! Imagine taking five counter UPRIGHT PERFECTION trade stimulators and gluing them all together to make one large cabinet, and then sticking that cabinet on a marbelized floor pedestal. Fantastic! But that's exactly what has been done to create the Caille QUINTETTE.

Actually Caille Bros. Co. of Detroit didn't create the machine. The idea came out of the fertile and imaginative shops of the Leo Canda Company in Cincinnati, Ohio in January 1900. Canda had developed a five-reel card machine called the MODEL CARD MACHINE around 1893. By 1896 it had been refined as the small countertop PERFECTION CARD machine, and soon the mechanism was modified, enlarged and improved to appear in a whole line of countertop and floor model card machines. One of the most popular variation was a boxy model call the COUNTER PERFECTION or UPRIGHT PERFECTION. Then on January 9, 1990, Cincinnati inventor Leo Canda applied for a design patent on a monster version that put five UPRIGHT PERFECTION machines together to creat the ultimate card machine with 25 reels. Canda called it the CARD MACHINE, and if you have seen or own one of the Sicking Manufacturing Company poster reprints produced from originals in the author's collection some years ago, you'll see the machine in a commanding position on the back of the sheet. By the end of 1901 when both the Mills Novelty Company of Chicago and The Caille Bros. Co. of Detroit (to be later followed by The Watling Manufacturing Company of Chicago in 1902) picked up and started producing the Canda machines, the 1-way Canda CARD MACHINE was being produced by Caille as the 5-way QUINTETTE. For some strange reason, Mills passed it by, giving Caille an exclusive with the machine.

Only two or three of the original Canda machines survive, and interestingly they don't command the prices of the later Caille version. The reason is obvious! The five slot Caille QUINTETTE is far more elegant than the earlier Canda CARD MACHINE, and the difference is in the castings and trim. The Canda model is very plain, in a largely underrated wooden cabinet. But the Caille Model: WOW! The trim fairly drips, it's marvelous.

This is a machine that suddenly found its price level. In the middle 1970s three or four were known, and while they were commanding and interesting, they didn't really turn the collectors on. Fortunately most of their owners like them and kept them. It wasn't until three or four more were suddenly available, reprint Caille catalogues began to make the rounds, and collectors began to recognize the charm and financial value of non-payout trade stimulators that the QUINTETTE took off. It's a machine that seems to have been popular in hotel lobbies and old cigar counters, with old estate and hotel auctions adding new examples to the mix. When the old Keefer Hotel in Hillsdale, Michigan auctioned off its goods in the spring of 1975, a QUINTETTE in excellent condition went for $850. The dealer that bought it turned it for less than $1500 and thought he did pretty well at that. That's not that long ago, and today you couldn't even touch a basket case QUINTETTE for anywhere near that money.



Caille QUINTETTE. Gil Shapiro, Urban Archeology.

Caille
ROYAL JUMBO
Produced between 1901 and 1916

Caille ROYAL JUMBO. Gene Foster Collection.

Ask any trade stimulator, payout slot or arcade machine collector, dealer, restorer or investor who knows anything at all about coin machines and you'll get the same answer: there definitely is a "Caille Look." Pressed for a description they'll be hard put, except to say that Caille machines are a lot more elaborate in trim and color, and especially in castings. To pin it down, it's always the castings that win. No matter how many plated pieces or casting trim any maker put on their machines, for the equivalent machine The Caill Bros. Co. put on more. The resulting display is nothing short of dazzling. It looks that way today, and it was just as outspoken years ago when the machines were in their prime.

Caille trim borders on overkill, but obviously the customers liked it. This overabundance of plated trim was the Caille secret weapon against the competition, and they used this advantage repeatedly. When Caille machines were in an eyeball-to-eyeball competitive situation with the machines of other makers, Caille came out with a newer and later model that sank the competition in a sea of nickel plating. They did it with their PERFECTION CARD machine by making it the GOOD LUCK, and in 1901 theye did it to the JUMBO SUCCESS to create the ROYAL JUMBO. Actually, that's not exactly true, for the basic machine idea was another Canda pick-up. The Leo Canda Company of Cincinnati had created a fairly elaborate counter card machine along the lines of its JUMBO SUCCESS called the ROYAL CARD machine. None have ever shown up as collectibles, but it was illustrated and described in the 1898 Ogden And Co. catalogue. The old catalogue copy describes it as a counter machine made in penny and nickel play models that is "made up in such a manner that the outer appearance should not become shabby after short use," a problem that plagued a lot of the other Canda card machines. Canda may have made a ROYAL JUMBO, and Caille may have made the counter ROYAL model in 1901 or thereafter, but there is no evidence to confirm the existence of either of these theoretical models. What is known is the Caille ROYAL JUMBO of the 1901-1916 period, which is hands down the most highly trimmed and elegant pedestal-mounted "Iron Card Machine" ever produced. Caille made the same claim for it in their 1912 "Booket M" catalogue. Earlier, in their 1909 "Catalog 509," Caille stated that they were "safe in stating that it is the highest type of this class machine ever attempted." They added that "elegance of style is embodied in every detail of construction and finish" and the "The ROYAL JUMBO has a striking appearance and an individuality which 'stick out' and makes it quite different from any other floor machine."

They didn't exaggerate as one look at this picture will prove. It's a beautiful machine from its highly trimmed cabinet to its marbelized pedestal and detailed base. This is the top of the line in standing iron card machines.

Mills
SUCCESS No. 6 ("Little Success")
Produced between 1902 and 1920

The most successful thing about the SUCCESS pedestal card machine is the fact that it seems that just about everybody made one. The thing that makes the Mills SUCCESS unique is that in the long run, Mills made more out of it than anyone else did. Few coin machines indeed had the production run of the Mills SUCCESS — unless you count the Mills JUMBO SUCCESS that comes next — with models running for over twenty years from 1898, very early in coin machine history, untill 1920, the beginning of the modern age of coin machines.

Mills didn't create the SUCCESS card machine; Canda did, and started making it in 1895. The Canda model and a number of its derivatives are illustrated and covered in detail in the first volume of *Illustrated Guide to 100 Collectible Trade Stimulators.* If you haven't read that yet, you should as the background is interesting.

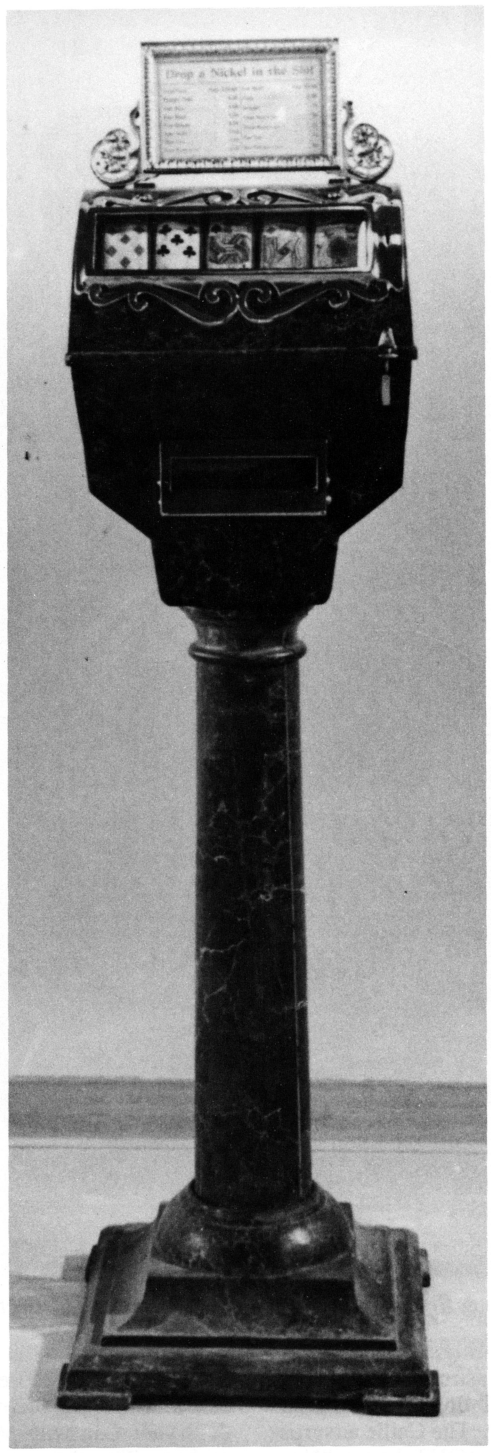
Mills took it from there. When the Canda machines suddenly became all but public property in 1901, both Mills and Caille (and later, once again, Watling in 1902) made SUCCESS ("Little Success") and JUMBO SUCCESS ("Big Success") machines. Plain as the original Canda machines were, Mills and Caille hyped their models. Caille, typically, added a lot of elegant casting trim. Mills went halfway, adding trim, but nothing as elegant or complicated as the Caille models. Mills didn't have to go as far as the others did in reproducing their version of the SUCCESS for they had something no other coin machine producer had, that being massive coast-to-coast coin machine distribution supported by factory display offices and dealers all over the country. The moment Mills made the SUCCESS — already a highly popular saloon, cigar stare, cigar counter, barber shop, pool hall and hotel lobby machine — the Mills model was on its way to location placement any and everywhere that coin machines proliferated. Starting with the original "Little Success" in 1898, improved models No. 3 of 1900, No. 4 of 1901 and No. 5 of early 1902 led to the most successful model of all, No. 6 of 1902. The Mills "Little Success" went up to No. 8, but it is No. 6, with the model number in the casting below the visible window, that was the most popular.

Mills Novelty pulled another stunt that was exceedingly clever. They made "Boys and Girls" fortune telling versions of both machines including the SUCCESS FORTUNE TELLER in the case of the "Little Success," and sold them in black with yellow trim, the same as the card machine, or painted bright red as preferred. Caille, suddenly facing the need to play catch-up, did the same thing with their JUMBO SUCCESS, but never did it with their smaller SUCCESS card machine, leaving the field open to Mills at the low price end of the line. The introductory ad featuring this version of the Mills SUCCESS as it appeared in the June 27, 1903 issue of *The Billboard*, is reproduced elsewhere in this book. Don't miss the ad copy; it's totally charming and typical of the period.

Mills SUCCESS No.6 ("Little Success"). Bill Whelan Collection.

The Mills SUCCESS has distinctive Mills trim in the form of iron scrollwork included in the casting of the reel window frame. It's the only way to superficially tell the Mills, Caille, Watling and Automatic Machine and Tool Company models apart.

Mills
JUMBO SUCCESS No. 6 ("Big Success")
Produced between 1902 and 1920



Mills JUMBO SUCCESS No.6 ("Big Success"). Harold's Club Collection.

The primary difference between the Mills "Little Success" SUCCESS and the "Big Success" JUMBO SUCCESS is self evident. The JUMBO SUCCESS is bigger! It was also more expensive. The jumbo name doesn't come from the difference in the size of the machines but rather from the size of the cards on the five reels. Even that goes back to the Leo Canda Company of Cincinnati. Canda first made the PERFECTION CARD machines with the small "Little Duke" size playing card symbols, and followed that up in 1897 with a counter or pedestal cabinet floor card machine called JUMBO, the latter name indicating that full size playing card reproductions were used on the reels. Canda kept the name action going with the SUCCESS line, adding a JUMBO SUCCESS model with full-size card illustrations to the line. So when pickup time came along and the Canda machines were copied, both SUCCESS and JUMBO SUCCESS models were made.

The Mills JUMBO SUCCESS has the same relationship to the Caille JUMBO SUCCESS as the smaller SUCCESS models do to each other. The Caille JUMBO SUCCESS has more trim, whereas the Mills model is fairly plain while still a stylish improvement over the deadly dull Canda version. The recognizable Mills scroll work — similar to that of the Mills SUCCESS, only larger — quickly identifies this as the Mills model, but in this case the Caille trim is quite close. The real difference often shows up on the marquee, the cast iron and plated metal frame around the paper reward card at the top of the machine. Here again, the Caille frame is more ornate than the fairly plain Mills frame. More often than not, the Mills paper also carries a line at the bottom that identifies the Mills Novelty Company in Chicago. Models were the first model in 1898, No. 2 in 1900, No. 4 in 1901, No. 5 early in 1902 and No. 6 later in the year. The models went up to No. 7 in 1903, but No. 6 has the largest suviving population.

While the Caille machines seem to outnumber the Mills machines in collections, there are quite a number of both models around. This isn't surprising as these machines ran longer on locations than most, with cigar counters, older bowling alleys, and pool halls still having them in use as late as the middle 1930s. The rusty old hulks of these "Iron Card Machines" were often tossed into the alley or a garbage truck in the late thirties and throughout the forties as these old locations were remodelled or closed. At the time few people cared about "old store junk" so the machines went to their maker to be plowed under in garbage dumps and land fills across the country. Many of the surviving examples have been found among the possessions of old pre-prohibition saloon or early post-prohibition tavern owners, and they keep turning up. These heavy floor card machines are finally beginning to make it to museums, with the example illustrated in the Harold's Club collection in Reno, Nevada.

Wain & Bryant (Caille) ZODIAC

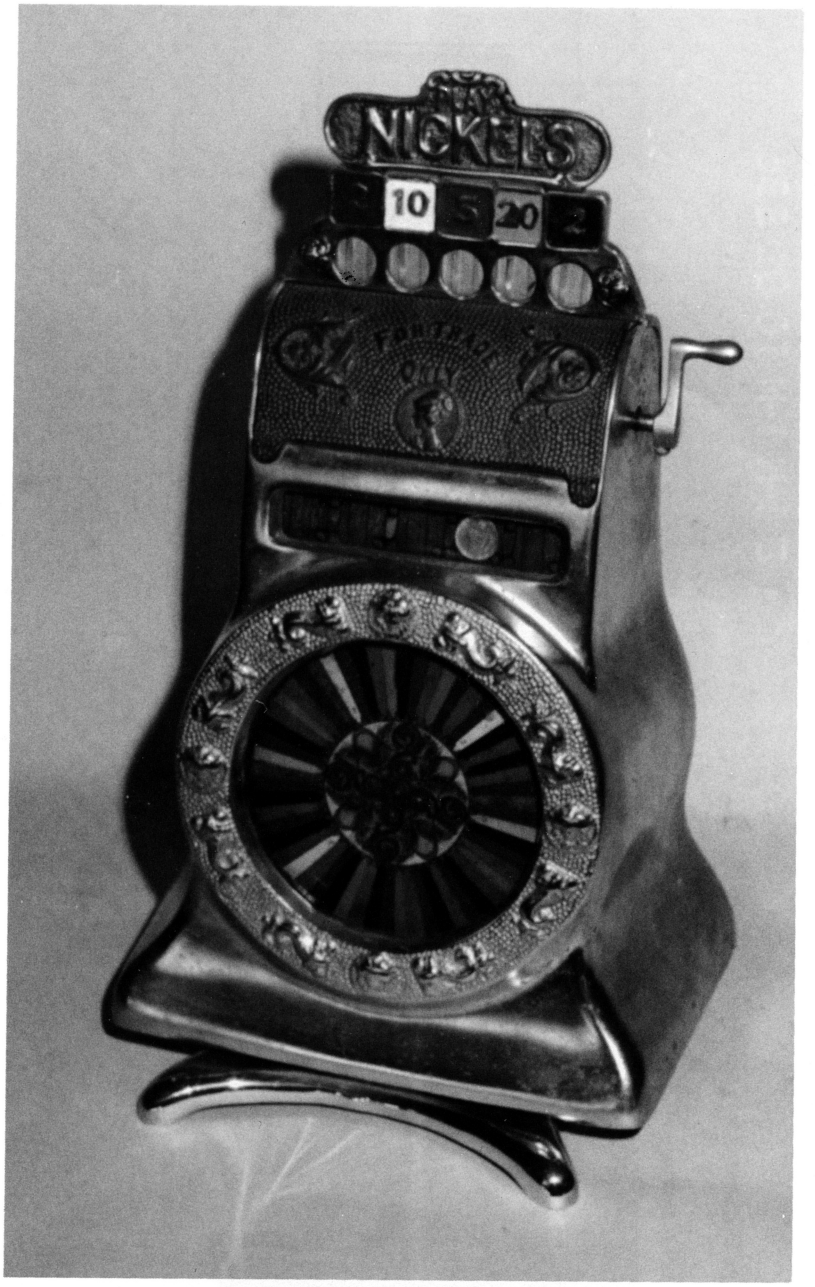
Produced between 1902 and 1910

Okay, what is it? This one has had the experts stumped for a long time, and the mystery isn't completely solved. But the answers are close.

The machine class is that of a miniature color wheel or small countertop trade timulator version of the big automatic payout color wheel floor machines. There are a number of such machines that are actively sought by collectors, such as the Caille-Schiemer (later just Caille) BUSY BEE of 1901, the Caille SEARCHLIGHT of 1902, the Caille WASP of 1904, the Mills BULLS EYE of 1902, the Caille LINCOLN of 1912 and a number of others. All of them tend to be rare, and valuable, with the value based on more than the rarity. They're worth big money because they look so good. The machines are cast iron — a magic material to the antique coin machine collector — which means that are are old (or before the use of aluminum in the early 1920s), highly decorated (the details in cast iron are well known), richly trimmed (with the iron usually plated in nickel, copper or a marbelized alloy) and made by major makers. The name Mills or Caille or Watling on any machine made in the first decade of the 1900s is worth something. On a cast iron machine, it's money in the bank.

Then this machine came along. It has a five-way coin head and an unmistakeable Caille look, but no Caille name on it. And that's surprising. The Caille Bros. Co. was a cast iron wonderland, with Caille cast iron trim almost legendary, as was Caille-Schiemer cast iron before it. You can spot the machines by their looks more often than not because they look so different. After that confirmation is easy because these considerate producers proudly proclaimed their parentage by putting their identification in and on their machines. Study the castings and you'll find "CS" somewhere in the trim for Caille-Schiemer, circa 1899-1901, or "CB" for Caille Brothers, circa 1901 up to about 1916.

But not on this machine! There's absolutely nothing to indicate the maker. The only markings on the cabinet are design elements at the top, a woman's head, circa early 1900s, and the copy "FOR TRADE ONLY." But the most interesting markings are the bas-relief signs of the zodiac on the bezel of the colorwheel. Only one other machine looks like this, and it even carries the copy "FOR TRADE ONLY" on its five-way coin head. It looks either like the Caille Bros. SEARCHLIGHT of 1902 or WASP of 1904. But neither one of these two similar machines has the astrological figures.



Wain & Bryant (Caille) ZODIAC. Joe Welch Collection.

SEARCHLIGHT does provide clues to its origin, however. The Caille advertising says SEARCHLIGHT has a "New large size. New mechanism" and was patented April 15, 1902. A patent check proved it out, only it isn't a Caille patent. Design Patent DE-35,872 shows the machine and credits it to William C. Murdock and Ellsworth S. Bryant of Detroit. Surprise of surprises, a check on both names in the 1903 Detroit directory (they don't show up before or after) reveals a slot machine producing firm called Wain & Bryant Co., with Murdock as a pattern maker. The theoretical name ZODIAC has been given to this machine because it's logical. Two are known, and apparently both were found in Michigan. Caille probably picked it up when the firm went blooey at the end of 1902 and changed the cabinet and the name to create the SEARCHLIGHT and WASP.

Star
STAR TRADE REGISTER
Produced between 1902 and 1910

Star STAR TRADE REGISTER. Allan Pall Collection.

Things move fast in antique coin machine collecting once people know what they're looking for. Take the STAR TRADE REGISTER as a classic example. When the first volume of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* came out in November 1978, the Star machine was briefly mentioned in the copy for the Yale AUTOMATIC CASHIER AND DISCOUNT MACHINE. The copy says "But if you stumble across a STAR TRADE REGISTER, borrow money and buy it. Until 1977 none were known to exist, then two suddenly surfaced in Vermont. But that's all."

That was true, then. What wasn't mentioned was that both of the known examples were tied up in museums and never could have made it to private collections. But that ever-present rule of finding and collecting held true. If there's one, there's more. Indeed there are, for two more have shown up since then, one in New England and one in Pennsylvania, with some of the trade tokens spat out by these monster trade stimulators showing up in New Jersey — with serial numbers different than any of the four machines known to date.

The manufacturing company is the Star Trade Register Company of Montpelier, Vermont, first identified by tracking down the customers buying Regina music boxes as OEM (Original Equipment Market) components. Star bought Style 15, Style 11 and Style 11 movements only in modest quantities between 1900 and 1908 or 1909. With the company name now known, patents were checked, and the whole machine revealed itself in U.S. Patent No. 740,935 applied for on October 17, 1901. Corporate records of Vermont show that the firm was incorporated June 5, 1903 for the purpose of "Manufacturing and selling at wholesale and retail the Star Trade Register and all other machines or devices employing a similar mechanism." But still no machine.

Then the Vermont Historical Society in Montpelier came up with one, then a second finding, the latter still on location in a small country store. They are marvelous. Put in a nickel and music plays, lights flash and a dial spins and then ... clunk ... you get a trade token for one, two or three times the value of your nickel. The museum has put their original find back in shape, spitting out special museum tokens on each play. The machine is serial number No. 6, produced after 1903. Tokens are known as high as serial number 69 with the author having a complete set.

Then: bang! bang! Two more machines showed up, going to collectors, both needing restoration and both probably fixed up by now. So if there's four, maybe there's more. Now that a picture of the machine has been published here it might help identify some basket cases, or flag an old machine sitting against the back wall of an old store. Rumor has it that it has.

Canda
AUTOMATIC CARD MACHINE
Produced between 1903 and 1907

There aren't many collectors of Canda machines around because, frankly, there aren't many Canda machines. It's a name you should remember, because if you ever see a machine in an antique shop or at a Flea Market that carries the Canda name, borrow money fast and buy it. I don't have one; I wish I did; someday I will. When I get my Canda, I can only hope I get one as great as this.

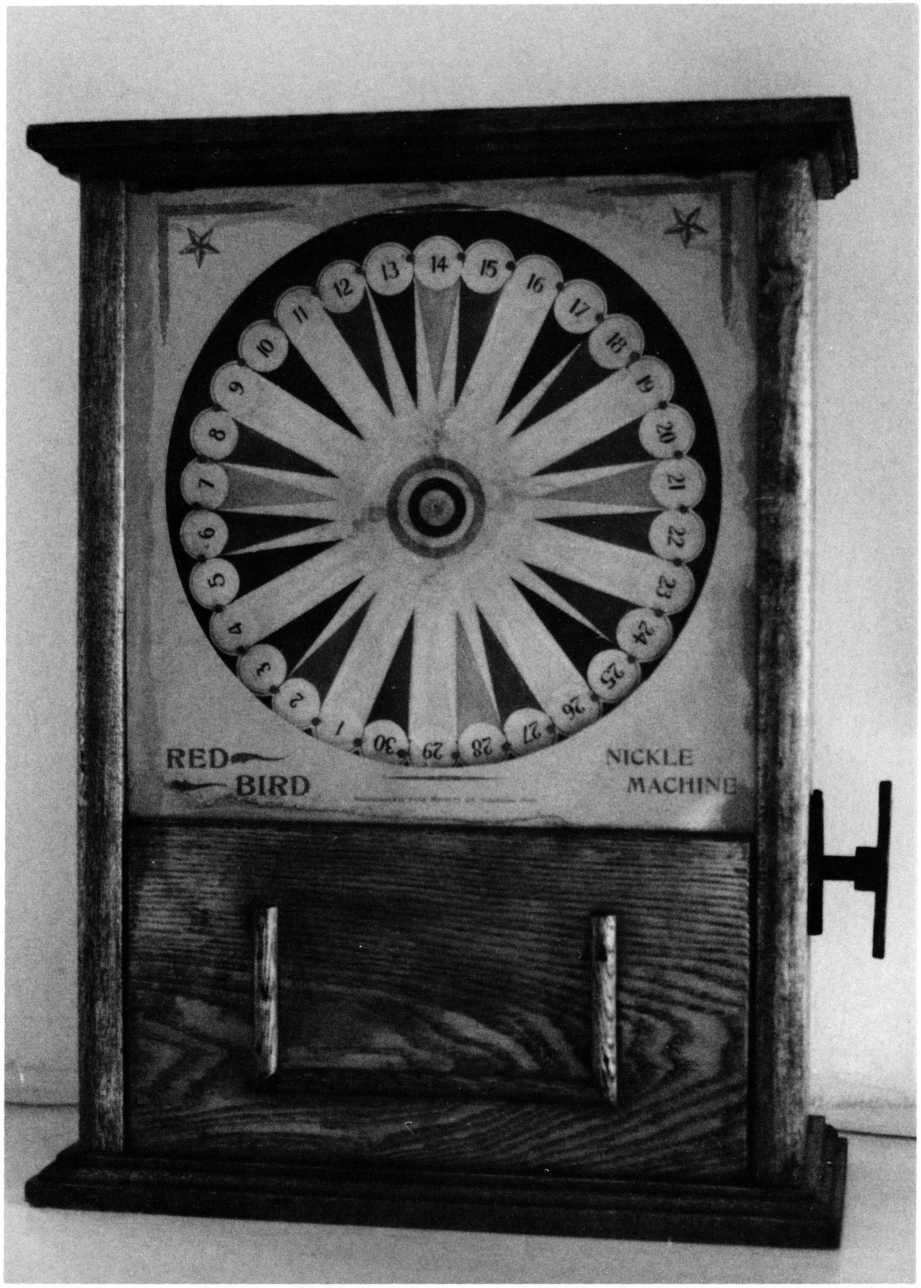
This is the Canda AUTOMATIC CARD MACHINE, and it's gorgeous. But it wasn't always that way, and it took a lot of vision to pick it up. When the collector found the machine, it had been thickly painted with a few remaining details hidden under a thick coating of grime. Cleaning suggested that there was more to be found under the paint, so it was painstakingly stripped. What came out was enough to make even the most jaded collector gasp. The cabinet front is decorated in delicately colored decals of flowers, and the reward card revealed a rewarding "DROP ONE CENT IN SLOT/The Leo Canda Mfg. Co., Cincinnati, Ohio" panel of paper under the glass in the beautifully cast marquee. But the real find is the graphic display over the six coin slots across the front of the machine. The player had a choice of any one of six slots, with the favored poker hand illustrated as a hand held "hand" with the cards fanned out to provide a complete visual display of what it took to win at poker.

The Canda AUTOMATIC CARD MACHINE is a very topical machine. It looks a lot like the earlier Sittman & Pitt drop card machines, but has five reels in the manner of the BONANZA "Iron Card" machine instead of the flipping cards of the earlier counter machines. It was made in penny and nickel play models, and seems to have been influenced by a whole raft of machines. After The Mills Novelty Company took over so many Canda machines around 1901, the Mills influence on the Canda AUTOMATIC CARD MACHINE seems to have been significant. The five-reel Royal Novelty Company ROYAL TRADER made in San Francisco in 1902 is practically a prototype, push-down lever and all. Only the castings are more elaborate. Even the Mills YOU'RE NEXT of 1900 has similar cabinet graphics, while substituting flipping cards and a plunger. Both of these machines are illustrated and described in the Volume 1 Trade Stimulator book.

The machine was also produced and sold by the F.W. Mills Mfg. Co. of Hoboken, New Jersey, in the early 1990s as the six-way AUTOMATIC CARD MACHINE, with the same name and graphics as the Canda. F.W. Mills was really Frank Mills, brother to Herbert S. Mills of the Mills Novelty Company, so you can see how interlocked this whole business was in its early days. Only a couple of these artful Canda machines are known, but there may be others under a thick coat of paint somewhere.

Canda AUTOMATIC CARD MACHINE. Gary Sturtridge Collection.

Park
RED BIRD
Produced between 1903 and 1905



Park REDBIRD. Joe Vojacek Collection.

To pick up where we left off some pages back, when the Bennett STUCKEY CIGAR stuck its face out on the pages of the first trade stimulator volume, it sparked the light of recognition. Chicago collector Joe Vojacek popped up to say, "Hey, I've got one of those, only ... mine is called RED BIRD and it's made by an outfit called the Park Novelty Company in Kalamazoo."

For sure, for sure! Compare the Park RED BIRD to the Bennett STUCKEY CIGAR and you'll practically be looking at mirror images. There are differences, of course, but it's the similarities that are so obvious. No other trade stimulators have this distinctive look, yet here are two machines made by two companies in the same town, Kalamazoo, Michigan. Obviously one copied the other. But which one came first? Guessing is a bad business. It's like research, described by marketing people as "an assemblage of all the facts and figures necessary to enable you to come to the wrong conclusion." It's said in a variety of ways, but the point's well taken. Guessing is just that, only a guess. The odds are never better than 50:50, and usually worse. That's why hard facts are sought as aggressively as possible, to at least better the guessing odds, or hopefully even come up with the answer.

So the tried and true procedure followed for the identification of the Bennett STUCKEY CIGAR was followed. With lots of hope and confidence, the Kalamazoo directories were checked for 1900 through 1905. Nothing. So the spread was widened from 1893 through 1913. Still nothing. So the Dun & Bradstreet Reference Books were checked for the 1890s. Nothing. The only thing that showed up was a building contractor named Davis Park, but that's illogical. So the Michigan State directories were checked for 1895 throught 1915. Big flat nothing.

Next the Secretary of State, Corporation Division, State of Michigan was checked for incorporation records. Nothing. Also, no old ads, catalogues or anything like that that's known shows RED BIRD, or the Bennett machine for that matter. So all we have to go on is what the machines tell us. It says "RED/BIRD, NIC,KLE MACHINE. Manufactured by Park Novelty Co., Kalamazoo, Mich." So we know its name, function, coinage, maker and origin. But to coin machine collectors that's not enough. If you could only know one single fact about a machine, what would it be? Name? Manufacturer? Hardly! Most collectors agree the key fact is the date. Once you know that, much of the remainder can be surmised,, or discovered. And that's the one thing we don't know about RED BIRD.

So we guess! The cabinet looks newer than the Bennett STUCKEY CIGAR, with the Bennett machine having a coin drop similar to the Waddell THE BICYCLE, while the RED BIRD is enclosed, with a changeable reward card. We do know that the Park Novelty Company was a viable producer, as Park gum vending machines have shown up.

Then another machine showed up, and we learned more. Collector Jack Freund found one with a small cork circular disc under the glass that bounces all over when the wheel spins, to finally settle at the bottom to indicate the number. And Jack came up with the reason for the name. It was made for the RED BIRD cigar, "choice quality since 1893. Title and design copyrighted by Van Dam Cigar Co., Grand Rapids, Michigan," the next city north of Kalamazoo.

Caille JOCKEY

Produced between 1905 and 1912

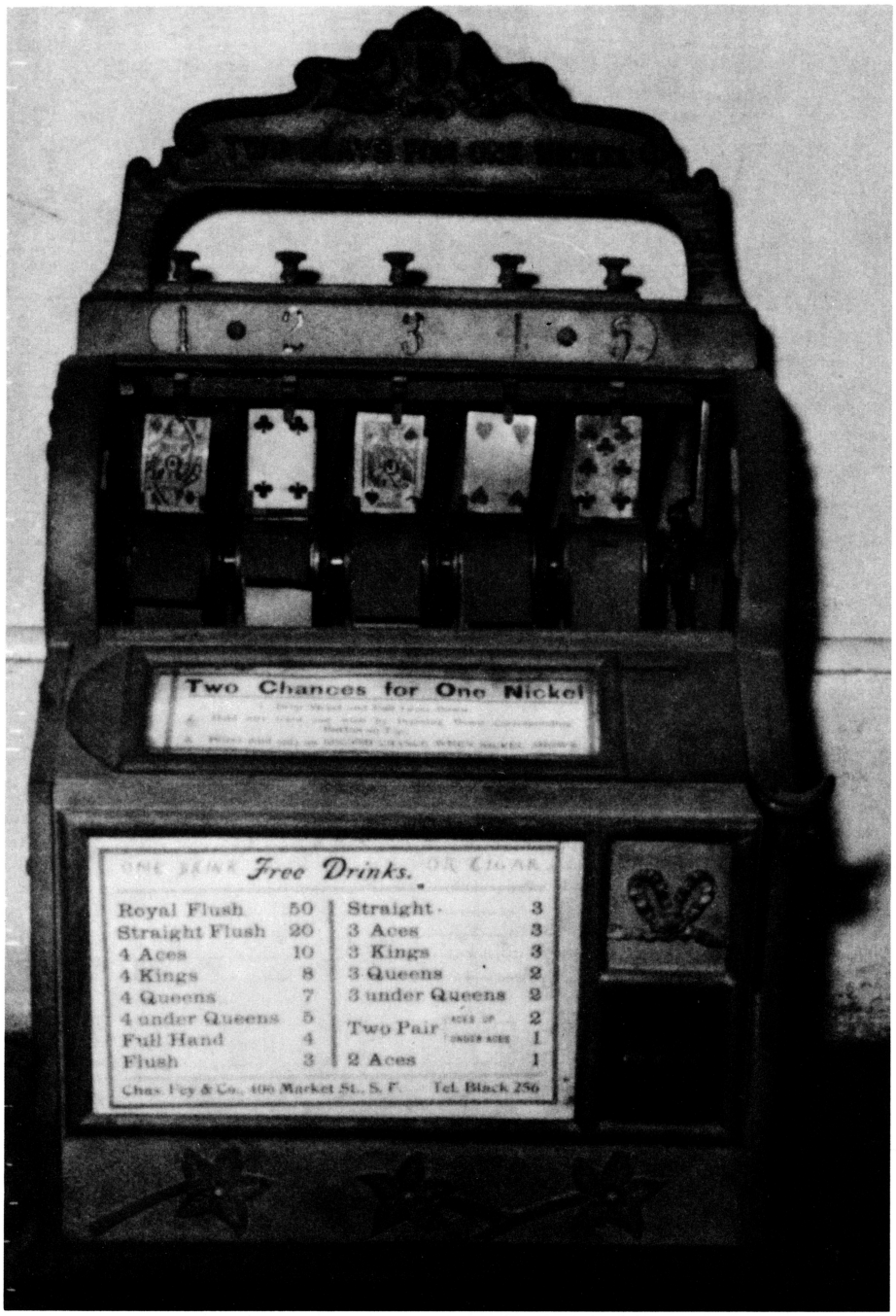
Most trade stimulator and slot machine collectors think of the large 3-way counter JOCKEY card machine as a Mills product. Indeed it is, and it is covered as such in the companion *Illustrated Guide to 100 Collectible Slot Machines Slots 1*. But Caille Bros. also made the machine, and a lot of them. The surprising fact is that just about as many early Caille JOCKEY machines seem to have survived as Mills machines, and in all probability some JOCKEYS believed to be of Mills manufacture are actually Cailles. The difference is fairly evident when you compare both machines, with the point of difference seemingly going against all that collectors believe to be true.

The unspoken rule has long been that Mills made strong, reliable machines in fairly plain cabinets whiile Caille made the same machines with weaker insides but then loaded the cabinets with gingerbread and castings. The Caille JOCKEY counters all of that. For one thing, it is plainer than the Mills machine, and it didn't stay in the Caille line anywhere near as long as Mills sold their JOCKEY, first in its orginal elegant early 1900s cabinet, and later in its unimaginative and plain late-twenties and early-thirties cabinet. Caille, it seems, sold their JOCKEY in the final heyday days of large card machines, and yanked the machine when the going got tough and the smaller counter machines took over the sales. The Caille version does have one distinguishing characteristic, an enormous and elaborate marquee . Two or three versions seem to have been produced.

The Mills and Caille JOCKEY machines had a common point. The machine was first made in 1899 by The Charles Moliter Novelty Manufacturing Company in Chicago, quickly picked up by The Automatic Machine & Tool Company in Chicago, and by Mills. Automatic did more with the JOCKEY than anyone before or apparently after, producing it in counter and floor stand models, and as a floor model MUSICAL JOCKEY with a musical attachment that plays ten songs. There's nothing that says that Mills or Caille ever made a musical JOCKEY, but the tantalizing prospect exists that they did. A lot of machines were neither catalogued nor advertised. Find one and you can throw this or any other price guide away. A machine like that is a 500-pound gorilla and is worth exactly what you say it is.

Caille JOCKEY. Allan Pall Collection.

Fey
DRAW POKER
Produced between 1905 and 1916



Fey DRAW POKER. Marsh Fey Collection.

"Card Exhibiting" machines are among one of the most sought after class of trade stimulators. Quite a number were made, starting with the very early Sittman & Pitt and later Monarch LITTLE MODEL CARD MACHINE of 1891, on up through the Reliance Novelty Co. and later Caille Bros. Co. RELIANCE and Mills VICTOR of 1896, the Clune VICTOR and later Mills COMMERCIAL of 1900, the Canda and later Mills AUTOMATIC CARD MACHINE and YOU'RE NEXT of 1900, and on and on. By now you've noticed something. Seemingly, more than any other machine class the card-flipping drop card machines were lifted from one firm by another with nary the bat of an eye or a basic change in design, and more often without a change of name.

Think that's not confusing? Boy, it sure is. Hear the name of a "Card Exhibiting" machine ("Card Exhibiting," later "Drop Card," is the machine class name assigned to the first such device, invented in 1890 by a Chicagoan named Frank Smith and made by the Ideal Toy Company. Only one Ideal "Card Exhibiting" machine has been found) and a maker jumps to mind. Hear RELIANCE and you think Caille; hear COMMERCIAL and you think Mills. Hear DRAW POKER and you think Mills, or at least most people do. But you could also think Caille and, surprisingly, Watling. If you're thinking origins, you'd best be thinking Fey, or maybe even John L. Foley, who first made a modified cabinet machine in Chicago.

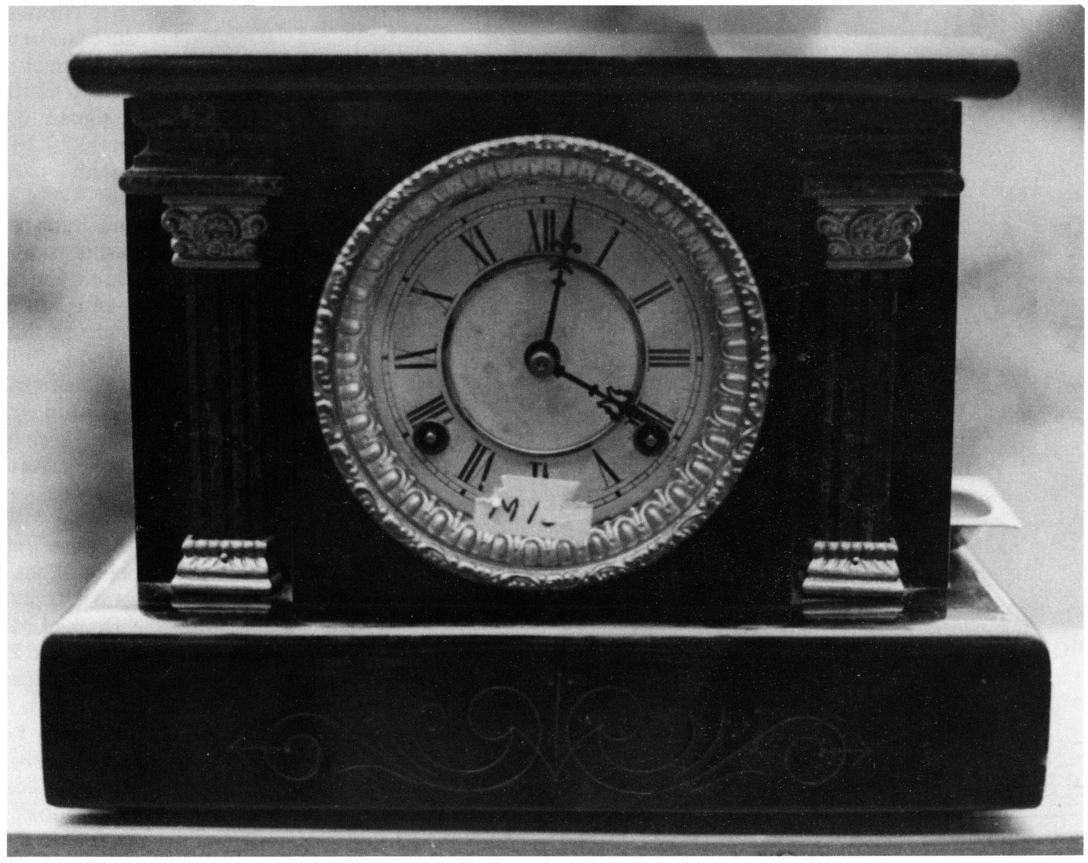
To most people that's a surprise because the Mills and Caille catalogues and old ads are so positive in their proprietary approach to the machine. Caille "Booklet M" of 1912 — commonly called the "Little Blue Book" — states that "The Caille Draw Poker machine ... is almost human in its movements and proves extremely fascinating." Mills goes farther. In the 1907 Mills trade stimulator catalogue — commonly called the "Little Yellow Book" — the copy says that "The invention of the Mills Draw Poker machine was a veritable stroke of genius. To make a machine which, when played, give the same thrilling pleasure and something of the excitement of an actual game is no mean accomplishment." Indeed not, but the Mills accomplishment wasn't the machine. That was probably done by Charlie Fey in San Francisco, the Caille words and the Mills silver-tongued copy notwithstanding.

A lot of heat has been generated over the argument that Mills "stole" the LIBERTY BELL slot machine from Fey, and that Caille and Watling copied Mills. Yet here's a trade stimulator that seem to be a year or so older, with the same thing happening. Is it at all possible that Fey actually sold or traded his machine right to the "Big Three" of the early 1900s, Mills, Caille, Watling? Or maybe Foley? The total technical transfer and the speed with which it was done — and the fact it only seemed to happen so completely with Fey machines — suggests this possibility no matter what has been written so far. In any event, you get two spins for one nickel, and can hold cards with their buttons to build the hand on the second spin. And who was John L. Foley? That'll be in *Trade 3!*

Progressive WIZARD CLOCK

Produced between 1905 and 1913

From a collector's point of view, the Progressive WIZARD CLOCK and its many similar compatriots share a unique distinction. They're the only coin-operated chance machines of fairly substantial value that can sometimes still be picked up for less than a hundred dollars at flea markets and in antique shops — even some clock shops — for the simple reason that many dealers don't know what they are. Of course, now that the word has appeared in print the chance of finding such bargains in the future can only get dimmer and dimmer. But not everybody reads the same book at the same time, so if you're on your toes and you know what you're looking for, your odds of coming up with a token vending clock are better than most.



Progressive WIZARD CLOCK. Marvin Halpert Collection.

Mantle clocks for the home in classic cases with pillars were the rage from the 1880s to the 1920s, equivalent in popularity to today's CD player. Antique shops reflect this, and you can find shelves full of them today selling for $50 to $300, depending on the model and age.

To go back, in 1903 an inventor in Niantic, Illlinois, coverted one into a token vender with a coin slot on top, an operating plunger on the side, and a payout cup. The player always gets one token, sometimes two or three. Each token is worth a cigar. By 1904 the trade stimulator clock had been made fully automatic. When you drop the nickel in the slot, the clockwork mechanism inside does the rest. Production started in Niantic on a small scale, but soon the idea caught fire for cigar shops.

Arrangements were made to market the machine from St. Louis, first by The William M. White Company, and after 1912, by the Loheide Manufacturing Company, a tobacco, cigar and chocolate dealer. Loheide called the machine WIZARD CLOCK. Meanwhile, back in Illinois, James G. Huffman (remembered as the 1895 inventor of THE FAIREST WHEEL) had opened a new trade stimulator factory in Pana, Illinois, which he ultimately called the Progressive Manufacturing Company, making an even more improved version of the WIZARD CLOCK as well as a model he called the DIXON SPECIAL.

By 1910 there was hardly a cigar counter in the country that didn't have one. Loheide WIZARD CLOCKS seem to be the most common, with the Progressive DIXON SPECIAL coming in second. The amazing fact is how many of these clocks found use. On one particularly good antique "hunting trip" I picked up 4 or 5 old store photos from as many dealers at a show in Milwaukee. When I got them home and put the pictures under the glass, 3 of them had WIZARD CLOCKS on the counter. That couldn't happen unless the clocks were endemic.

Griswold STAR

Produced between 1905 and 1926

Griswold STAR. Photography by Ken Rubin.

The sheer numbers of the different types of trade stimulators can be staggering. One of the fascinating facts about these coin operated games is the constant outpouring of new ideas over the years. Games got to be old hat in a hurry. To their everlasting credit the game makers shrugged and came out with newer games, year after year. When the first trade stimulator volume in this series was written in 1978, it was assumed it would be the only one. Before the ink was dry the research data and photos were assembled for this second volume, and since then enough new trade stimulators have been found in collections, or just found, to run this series past five or six volumes. As long as collectors buy these books and cover the risk capital of the writer and publisher so we don't collectively and totally lose our shirts, these volumes will keep coming.

Six trade stimulator volumes means six hundred different machines, plus their variations, running the known machines well over a thousand. And all we illustrate and describe are the machines that still exist. We can only assume that an equal number (possibly more) haven't yet been found, or haven't survived the years if old advertising and catalogues are any clue. That's a bunch of machines, and shows how many were constantly turned our to keep catching pennies and nickels or whatever. Take a look at the list at the back of this book and you'll find over a thousand made in the late 19th century up to 1919.

An equally fascinating fact is the durability of some of the machines and their play principles. Feature this: some of the really old machines, such as the FAIREST WHEEL, THE BICYCLE, THE BICYCLE WHEEL and others were still on location in the late 1920s and into the 1930s, and probably right up to World War II. Better yet, some of them were still being produced in the twenties and thirties. WINNER DICE was one, and the Griswold wheels were another.

Remember the Griswold WHEEL OF FORTUNE of 1895 (it's in Trade 1) and the Griswold BLACK CAT earlier in this volume? Both used the cast iron flywheel idea patented by Griswold and made by the M.O. Griswold Company of Rock Island, Illinois, with the earlier model showing half a wheel and the latter a full wheel. As the times changed, so did business, and so did Griswold. In 1905 the firm became the Griswold Manufacturing Company, and in 1922 it became the Thomas-Kerns Company, Not Inc. Maybe the company changed, but the machines didn't. Not the old-time Griswold wheels in any event. Griswold just changed the cabinet of the old WHEEL OF FORTUNE in order to show the full wheel, kept the old play handle and delicate gold-striped black background glass and made an old game new as the STAR. It was a typical drugstore change counter fixture in the 1910s and 1920s through the 1940s, mostly in small towns.

Dunn
WRIGLEY DICE MACHINE
Produced between 1905 and 1908

Take heart, my friend. When you start thinking that all the good stuff has already been found by other people and that the only way for you to build up a trade stimulator collection is to spend a lot of money just to get what everybody else has already got, stop a moment and think about the Dunn WRIGLEY DICE MACHINE.

Until the summer of 1978 nobody even heard of this thing, much less ever saw one. Then an Iowa collector found one in the basement of an Iowa country store. There were a lot of confusing things about the machine. It's small, with the dice thrown under a small, thick glass dome. Or so it appeared. But the dice were missing, and they must have been awfully small to fit in that tiny dome. Also the machine label says "You Can't Lose" and carries advertising for "Juicy Fruit" gum with the name "W.K. Wrigley Jr. & Co., Chicago, Ill." Wrigley's gum? How come, and when?Fortunately the machine carries two other pieces of information. In small type the reward card states that the maker is Dunn Brothers of Anderson, Indiana. The card also states that the player gets double the value of the coin played "Whenever you throw a two." That left two mysteries to be solved. Who is Dunn — more importantly, when is Dunn — and how do you throw a two? The answers to both came out of luck.

Dunn WRIGLEY DICE MACHINE. Rich Penn Collection.

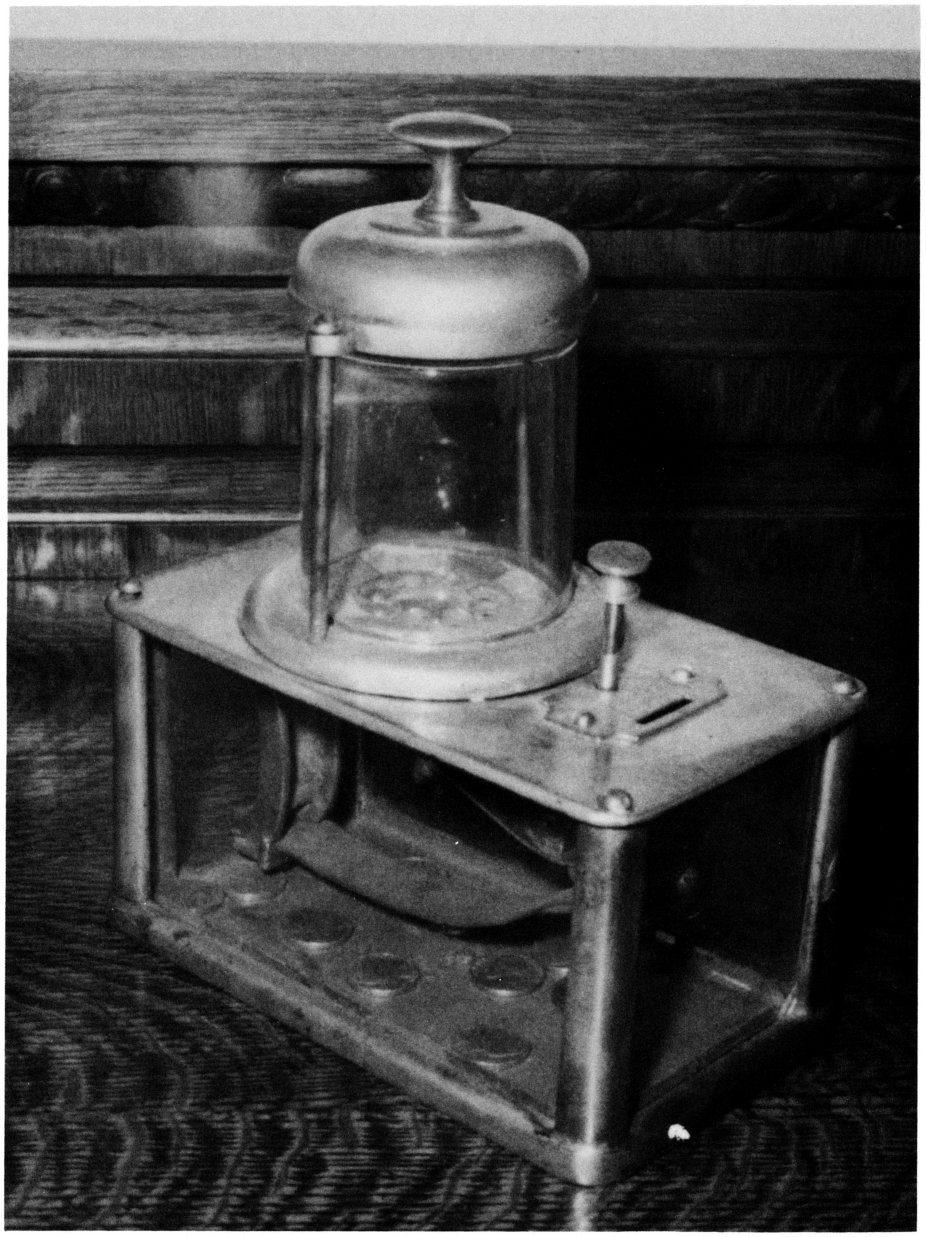
Dunn Brothers turns out to be an Anderson, Indiana producer of business fixtures " ... for store and factory" that was a going concern in the early 1900s. The firm made commercial size cheese cutters, computing scales and "novelties." The dice machine is one of the novelties.

Then the biggest mystery of all was solved. Collector and antique dealer Bob McGrath of Indian Rocks Beach, Florida picked one of these dice machines up in Georgia. It didn't have dice; it had only one die. According to McGrath, "You deposit a nickel and depress the plunger. The single dice flies up two or three inches and then rests at the bottom. All the sides show a 1, with only one side of the die showing a 2."

This machine is very well made, if not a bit crude in finish. The nifty part is that the simple lever mechanism is completely visible behind glass. Trade stimulator mechanisms are marvels to contemplate, but when their workings are visible for all to see, they're also an absolute marvel to watch, too.

Dunn PERFECTION (Straight Glass)

Produced between 1906 and 1908



Dunn PERFECTION ("Straight Glass"). Allan Pall Collection.

The word is synergism! That's when one thing leads to another, but where nothing would have happened if the first event hadn't taken place. When pictures of the Dunn WRIGLEY DICE MACHINE were circulated among advanced collectors to find out if any more existed, a River Forest, Illinois collector said, "Hey, I've got one of those, only I didn't know what it was." The interesting part is that this latest addition to the Dunn Brothers list of "novelties" isn't a dice game at all, but rather a small roulette game. The base, cabinet, glass walls and lever mechanism are the same, but not the game. Instead of the small, thick glass globe of the dicer, the Dunn PERFECTION has a tall glass cylinder topped with a metal cap. A wise move! The action under the glass is a lot more enthusiastic. The original model has the same round globe as Dunn's WRIGLEY DICE MACHINE, but the tumbling marbles soon led to this "straight glass" version.

The way the game works: there are eight holes at the bottom of the glass cylinder, two each painted yellow, orange, white and blue. Two marbles are popped into the glass by the plunger, and if the colors match — be it two yellows, two orange, two white or two blue — you get twice the purchasing power of your nickel. While all this play is going on the coins are dropped to the floor of the glass walled cabinet so the merchant can see how much has piled up.

These machines have got to be rare. Dunn Brothers wasn't in business in 1902, and by 1910 the firm had become the Computing Scale Company. It is reasonable to assume that these machines were only made for a few years, and their rarity today suggests they weren't the hottest thing on the counter three or four generations ago either. They are definitely super-desirable because of their exposed mechanism and their interesting play and scoring principles. The Dunn PERFECTION is particularly interesting as skill played a part in the outcome of the play. After a lot of practice, some control over the bounce and placement of the marbles in the colored holes can be achieved by working the plunger. Maybe that's what killed this unique trade stimulator because no merchant in his right mind would have a trade stimulator on open display that didn't absolutely screw the customers. That's another thing that makes trade stimulators so much fun. The chances of beating the game are mighty slim, but when you do it, it's almost like hitting the jackpot on a big slot.

Has anyone checked out Anderson, Indiana? Who knows, there just might be an old barn or warehouse there full of these things. As a starter clue, the Dunn Brothers address in 1906 was "Office and factory, rear of 520 W. 10th." Happy hunting.

Watling
DRAW POKER
Produced between 1907 and 1914

What a beautiful machine — and what a rare one, too! This is the Watling DRAW POKER in the Harrah's Museum collection in Reno, and it's practically mint. But you know the rule: If there's one, there's more.

Compare this beauty to the Fey DRAW POKER some pages back, and the Fey machine pales. But so what; they're different machines made by different people for different tastes and reasons. And the comparison is interesting. The Fey trim is naive with flowers and a simple marquee. But the Watling is elegant and stunning. The Watling is also on a swivel base so the bartender could turn it around from behind the bar to check the show.

How come Watling made this machine, anyway? That's the surprising part, for Watling made far many more machines than most historians realize they did. Watling Manufacturing Company was a highly creative outfit, making a lot of machines that no one else made. But that was only the price of admission, for Watling literally copied everything that anyone else made at the same time, producing a line so broad it was never completely catalogued. To this day, if a "new" machine is found that was made by the Big Three — Mills, Caille and Watling — it's generally a Watling machine that has been discovered.

The workings of the Watling DRAW POKER are intricate, and that adds to the charm of the game. On the reward card you can read the payout, made in drinks or cigars. The interesting paper is above that. On the tilted panel below the flipping cards the copy says:

TWO PLAYS FOR A NICKEL

1. Drop nickel and push lever down.
2. Hold any cards you wish by pressing down corresponding button top
3. Prizes paid only on second play when nickel shows.

Get that neat touch. The anti-slugging coin window doesn't show the last coin played until that second lever push. Also, if you got a pair of Aces, at least you got your money's worth, with two Aces paying 1.

Watling DRAW POKER. Harrah's Museum Collection.

Bradford LARK

Produced between 1907 and 1916

Bradford LARK. Bill Whelan Collection.

When trade stimulator collector Bill Whelan of Daly City, California first entered the gloomy, mud caked basement of the old building in the Russian River area , his eyes could hardly make out the shapes on the floor. Later, when his eyes were accustomed to the faint light, things weren't much better. They were obviously coin machines, but they had been flooded and buried in mud. They were rusty. Rusty? That means iron. The deal was struck, and another collector find was hustled home for a careful analysis of the trove.

Most antique enthusiasts, faced with chunks of reddened, rusted iron, are fairly quick to trade or sell off any unidentified pieces of metal. But coin machine collectors have a sixth sense about their buffery. Show them a pile of old iron and they'll reach in deep and pull out a plum (without batting an eye to indicate enthusiasm, or value) that was once a glittering game. The stories are legendary.

Bill Whelan's Bradford LARK is one of the legends. When he got the pile of stuff home, the most interesting chunk was a warped and super-rusty base with five metal tubes on top. A little cleaning revealed the name "THE LARK" on the face casting, and the tubes turned out to be dirty etched glass columns. Tender loving care, sandblasting, nickel-plating, filing and polishing led to the beauty you see here, the Bradford Novelty Machine Company LARK, produced in San Francisco. Once the cleaning and restoration got underway, the machine virtually told its own story as often happens. The award card carries the name "Bradford Novelty Machine Co., S.F.," while the base has the name "W.J. Young & Co., S.F.," the name of the operating firm. Tokens with the Young name have also shown up. Even the original paper survived behind the glass, although in fairly poor shape. It added the information that the Bradford firm was located at 2144 Market Street. A check of the San Franciso directories identifies the date of this address as 1912.

The restoration as shown in the photograph is not complete. New glass cylinders have replaced the originals, some of which were broken. The final step is to frost the bottom inch of the glass cylinders in the manner of the originals. That way the dice could only be viewed from the top, avoiding misreads from the side.

The Whelan LARK was long thought to be the only surviving example. Then the author had a chance to view a large antique coin machine collection in Las Vegas. Tucked in a back corner was ... another Bradford LARK! It didn't carry the name "W.J. Young" but did have the serial number 861. That suggests there should be other rusted LARK hulks elsewhere. But where?

Pana Enterprise
NEW IMPROVED FAIREST WHEEL
Produced between 1907 and 1914

This unique machine was in the window of a Miami, Florida antique shop for over three years between 1975 and 1978 before a smart antique slot machine dealer snapped it up. It is the last and final version of the James G. Huffman THE FAIREST WHEEL, and any trade stimulator collector worth their salt should have spotted that right away. The tipoff is the legend "Over 250,000 in use" on the face of the machine. Only one machine from this period in time could make a claim like that. The next tipoff is on the brass plate below the numbered disc, which says "Pana Enterprise Mfg. Co., Mfrs. of Wood and Metal Novelties, Pana, Ill."

That's where knowing something about coin machine history pays off. James G. Huffman made the first THE FAIREST WHEEL in Decatur, Illinois in 1895. Later Huffman moved to Pana and set up the Pana Enterprise Manufacturing Company to make later versions of the popular trade stimulator wheel. Then Huffman changed the firm name to the Progressive Novelty Company to make the WIZARD CLOCK, described some pages back, plus some other trade stimulatiors. For a while both Pana firm names were concurrently in use.

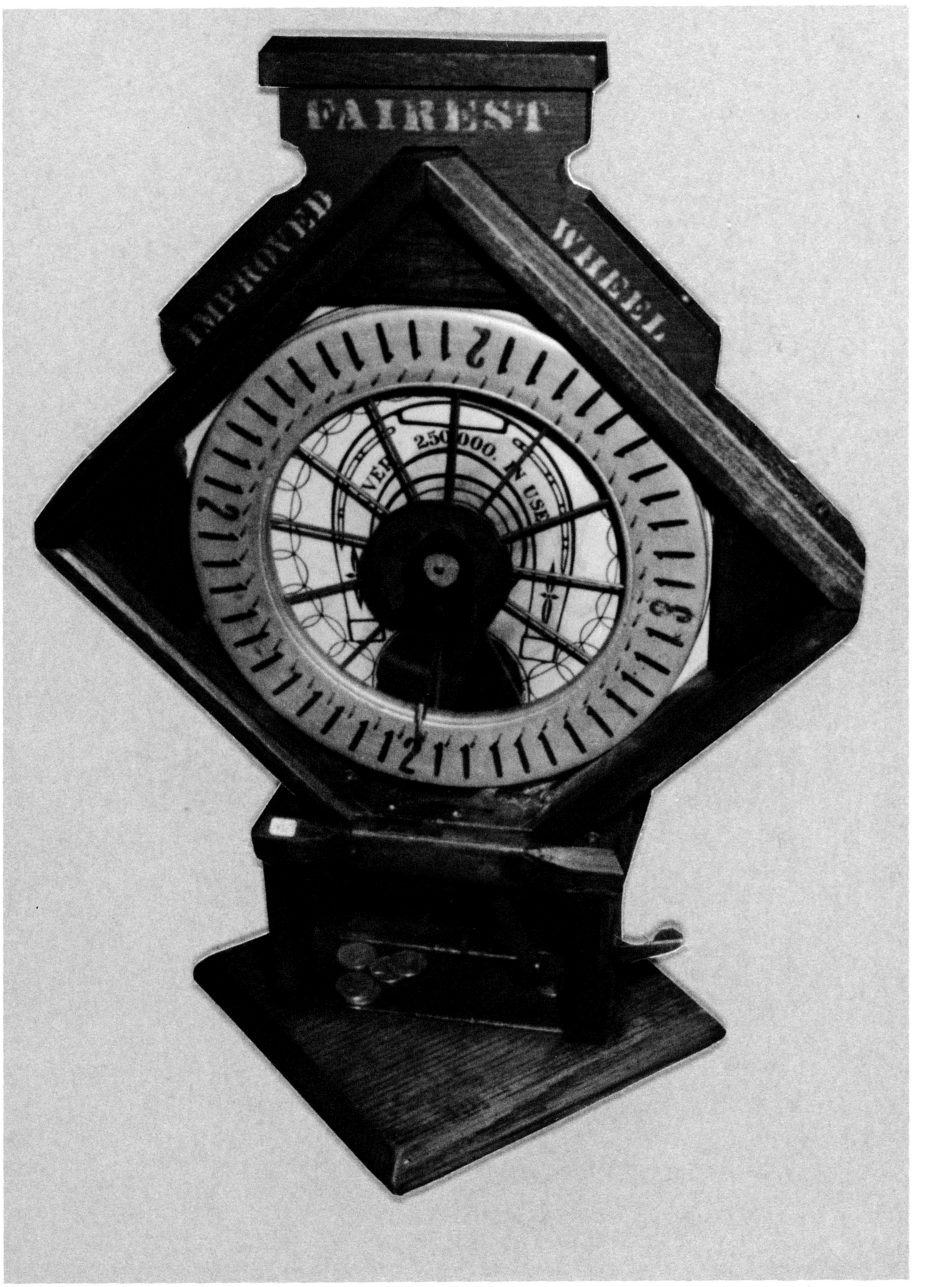
An interesting feature of this definitive version of THE FAIREST WHEEL is the hub, marked "Advertising Space." The idea was to have the storekeeper glue on the store name, or a cigar advertisement. The cigar companies supplied stickers to fit, so the merchant had a choice.

A basic FAIREST WHEEL feature is that the winning number (be it 1, 2 or 3) could also be viewed from the back behind the counter for a verified trade payoff. Finally, the wheel is spun by the handle at the bottom once a coin was dropped. And that handle gave the wheel a hellava spin, suggesting that a lot of these wheels were broken, which might account for the rarity of the machine. Well, they appear to be rare as only a few are known for sure.

These advancements in design literally changed the name of the machine. When this advanced model first came out, it was called the NEW IMPROVED FAIREST WHEEL. But that didn't last long, and the tried and true THE FAIREST WHEEL name was soon back in favor.

Why did so many collectors pass this thing by in the antique shop? That's hard to figure, except that the shop owner kept moving the price up as coin machines increased in popularity. First selling in the hundreds, by the time it was purchased for somewhat over a thousand dollars, it was a bargain.

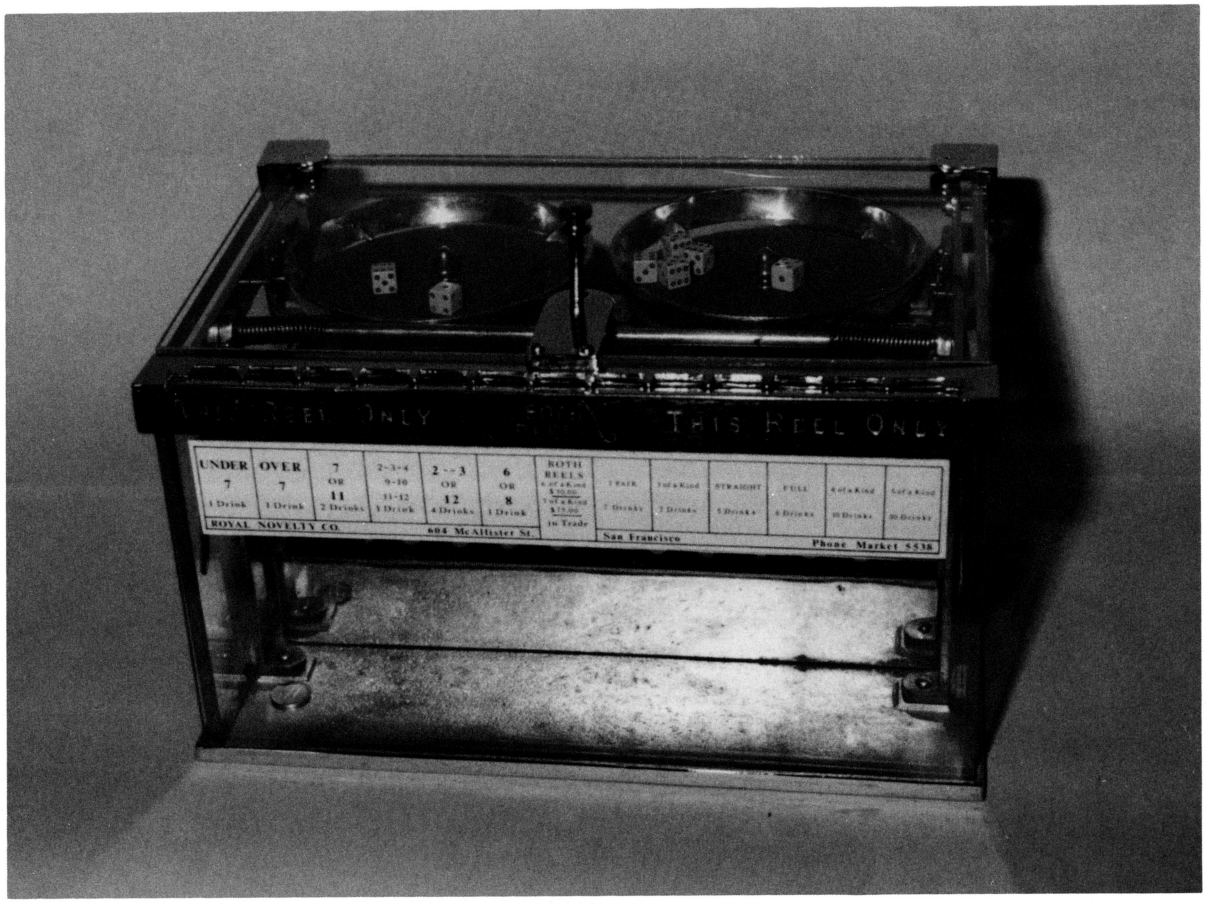
The real bargain was its introductory price. In 1912 this device sold for $15.00, and they could hardly move them at that. I've always thought there should be some of these in Pana, Illinois, but never checked it out. Maybe you should.



Pana Enterprise NEW IMPROVED FAIREST WHEEL. Bill Whelan Collection.

Royal DICE

Produced between 1907 and 1912



Royal DICE. Joe Welch Collection.

Wow! What a beauty! This fabulous dicer is in the Joe Welch Museum Collection and seemingly none are in private collections, although the Harrah's Museum has one. More's the shame, as this game is a charmer. The maker is the Royal Novelty Company of San Francisco, the same outfit that made the Royal TRADER described in the first trade stimulator volume. Royal got started in 1893, and ran right through World War 1 through the end of the teens. Prohibition probably knocked them out as the Royal machines were strictly saloon pieces, although they did get into the side vender Bell field dispensing gum.

The Royal DICE is by far their most unique machine. It is 13-way play. That's right; this gadget can take up to thirteen coins, or six each for each dice spinner. You have the choice of playing under 7 or over 7 with two dice, on the left side for one drink for a nickel, or double for a dime. But the third slot is for two drinks, or double, if you total 7 or 11. Next is one drink for 2-3-4, 9-10 and 11-12; slot five is for four drinks for 2-3 or 12 and finally one drink for 6 or 8, with all plays doubled on a dime. On the right you can play for two drinks for two pair, two drinks for three of a kind, five drinks for a straight, six drinks for a full house, ten drinks for four of a kind and fifty drinks for five of a kind, all doubled on a dime.

But it's the thirteenth coin — for one coin only play if that's the way you like to play — that takes the cake. It's got to be a quarter and plays for both spinning minature dice tables. If you get six of a kind the payout is $30.00 in trade or $75.00 in trade for seven of a kind. That's a lot of money for 1907.

The real beauty of the game is the fact that everything happens under clear glass; you see the whole thing at work. You even see the money pile up in the cash box.

All sorts of attempts have been made to buy or trade the Harrah's Museum out of its machine, but to no avail. The only thing that's left is to find one. It's strictly a California, and, most likely, strictly a San Francisco machine. The many, many different machines that were created and operated in San Francisco and the bay area between 1892 and World War I must have representatives existing somewhere. Where, you ask? Well, if it was me, I'd start looking up the names of old pre-prohibition saloon owners and try and track down the heirs. It has worked in Minnesota, Michigan and Illinois, so why not California?

Mills CRAP SHOOTER

Produced in 1908

Some coin machines stand alone in stature, desirability and historical interest. The Mills CRAP SHOOTER is one of these machines. It has both a familiar and an unfamiliar look, with both an outgrowth of its coin operated design heritage. Counter dice trade stimulators were nothing new in 1908; by that time they were fairly common and had a history that went back almost twenty years. So that's familiar. The unfamiliar part is the fact that on the Mills CRAP SHOOTER a player could play up to six coins depending on the bet. The counter pay was $2 on a 25¢ bet on craps, 40¢ for a dime bet on getting 7 or 11, 20¢ for a dime bet on the field, and three nickel chances that paid 20¢ for a 7 or 11, 10¢ for getting over 7 and 10¢ for getting under 7.

All of this action is produced by two elegant round-corner red dies with flowery numbers in white. Play a coin or more, push down the finger-fitting plunger, and whoose ... the green felt platform spins and the dice start bouncing under the domed glass top. That's familiar, but on the Mills CRAP SHOOTER the heft and weight of the game is astounding. This is a classic cast iron machine, and it's heavy as hell. That was great for the rascals who liked to lift and shake the smaller and lighter dicers that were so common in the saloons of the day. But try that with a Mills CRAP SHOOTER and you risk a hernia and a broken finger, plus a ringing bell. That's unfamiliar.

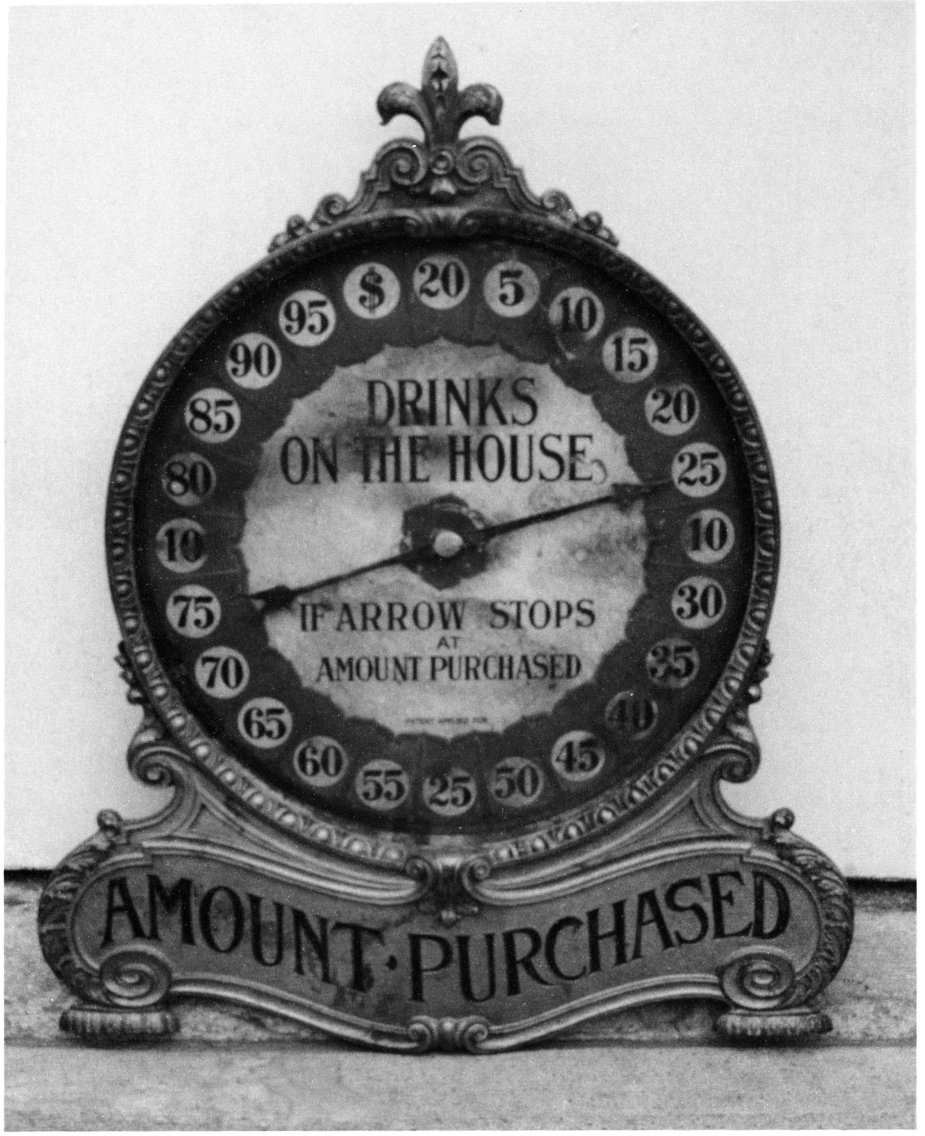
Mills took two short cuts with the CRAP SHOOTER. First of all, it's practically a direct steal from the Fey ON THE LEVEL, a machine that had the same play action in an almost equally heavy cabinet. But Mills swiped the cabinet, too, by taking the existing PILOT token payout single-reel slot cabinet, (which they picked up from the Paupa And Hochriem Company a year earlier), made it narrower, and stuck the dice on top, blocking out the reel. The cabinet added a name to the trim, with "Mills Crap Shooter" in a separate casting bolted on. But the PILOT heritage is solidly there, from the keeled-over sailboat on front to the oarsmen in the open boat on the side. That's familiar.

This is a rare machine on three counts. First, it never seems to have shown up in any of the early Mills catalogues (unless some collector is hiding a key piece of slot paper) and so is one of the little-known "uncatalogued" machines. Secondly, only two are clearly known to exist in collections. There may be more, but that's the knowledgeable count to date. Thirdly, and most uniquely, the Mills CRAP SHOOTER had a super-short production life. Mills quickly gave up the ghost, and soon after the CRAP SHOOTER was introduced, its name was changed to (you guessed it!) ON THE LEVEL, with a cabinet casting changed accordingly.

Mills CRAP SHOOTER. Joe Welch Collection.

Page SALES INCREASER

Produced between 1909 and 1917



Page SALES INCREASER. Bill Whelan Collection.

Just when coin operated trade stimulator collectors think they know just about everything there is to know about their super-select corner of the world of collectibles, something comes along to blow them out of the water.

You're looking at one! This marvelous gadget, with its "Drinks on the House" placard, was almost undiscovered. It sat in an antique shop in California gold country for a long, long time while collector after collector passed it by. The price was stiff for a "mystery" piece, but peanuts for a coin op trade stimulator from the teens. The fact that it was dirty as the dickens camouflaged the fact that it was a classic piece. You have to really know what something is before you take a shot like this one.

Well, maybe not. California trade machine collector Bill Whelan didn't know how rare it was. When he first saw it, he passed on it. It wasn't until two weeks later that he finally bought it and took it home. A vacuum cleaner, polish, elbow grease and imagination produced this gleaming beauty. But what was it? The scroll saying "Amount Purchased" was the clue, and suggested a cash register. So Whelan tracked down a cash register collector. When they stuck it on top of an old National and rang up a sale, a rod came up through the top glass, pushed a lever gear in the mechanism and spun the pointer. Wow! The rest was easy to figure out. If the arrow points to the exact amount of the sale, the drinks are on the house, with the bartender no doubt hoping the house was damn near empty.

Suddenly, with this discovery, it was obvious that the gadget is indeed a coin operated trade stimulator. Sure, the coin can be coins or bills or whatever else goes into the cash register, but they are coins, and that's what it takes to play. As for stimulating sales, anything that sets up drinks for the whole house is stimulating as all get out.

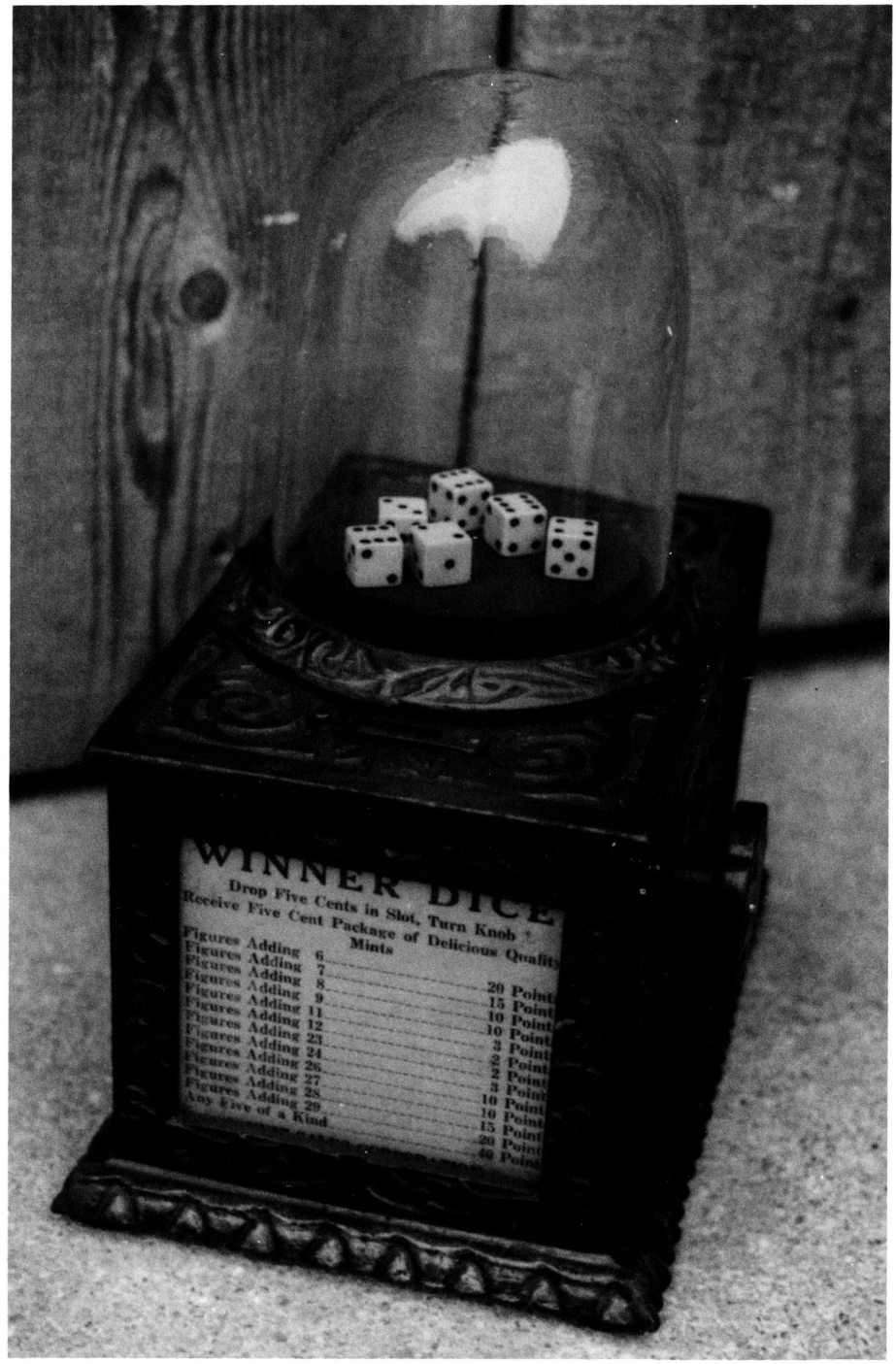
It wasn't long before the rest of the mystery was solved. Once people knew what it was, the job of supporting the device with data got easier. When the author was going over a lot of coin machine paper with New York collector Fred Fried after an eight course 2 A.M. feed in a Chinese restaurant, Fried produced a 1913 Albert Pick And Company catalogue. And guess what? There was a full page of these things, with a "Profits Shared" version, with Page SALES INCREASER models for National, Ideal, Defiance and Challenge cast registers. Later checking of other catalogues showed that the Mills Novelty Company also made a line of these things in single dial, double dial and wall-hanging models called the PROFIT SHARING REGISTER. One mystery remains. If Page made the SALES INCREASER, who is Page? And where were they? It took years to discover that the firm was the Page Manufacturing Company located in Chicago, with a patent on the device allowed in 1910. Since then a third example with the copy "Free Merchandise" has been discovered by vintage machine dealer Bernie Gold.

Unit Sales WINNER DICE

Produced between 1925 and 1929

The durability of some trade stimulator forms is absolutely amazing. Particularly since so many truly clever coin games and chance devices had short lives, while other lasted little longer. There are some logical cutoffs in designs. Most of the older wooden trade stimulators conked off around the turn of the century. A bunch more folded shop after the financial panic of 1907 and the hard times that came back a dozen years after the grinding recession of the middle 1890s. The biggest juncture (to pick up a typical World War 1 staff officer expression that worked its way into American business talk in the 1920s. In the middle of a conversation one of the meeting attendees would burst out, "At this juncture, I'd like to ..." and swiftly change the subject because he wanted to while everyone else wondered what "juncture" had come to pass. Anyone that ever worked with a former World War 1 officer has heard this old turkey hundreds of times) was The Great War of 1914-1918. It stopped coin machine production, and when the machines came back in 1918 and 1919, and in the early twenties, everything had changed. Plated cast iron had gone down the chutes, soon to be replaced by aluminum. Wood gave way to painted and baked sheet metal. Brass, copper and tinwork bowed to white metal and pot metal castings. Curved glass, glass domes and decorated glass gave way to bezels and flat and often protected glass. In the eyes of many — including a lot of today's trade stimulator collectors — the style of the past had given way to the mediocrity of the future.

But what's this? WINNER again? You betcha! This time the maker is the Unit Sales Company of Lincoln, Nebraska with the cabinet still cast iron. Unit Sales picked up the WINNER DICE name from Caille Bros., and seemingly the whole machine. They probably had a right, as you'll see. The oldest examples of these post-Caille machines carry paper that says WINNER DICE and side or inside markings that credits the production to the Winner Novelty Company in David City, Nebraska. These oldies have cast iron cabinets. Later (but not much later) examples also called WINNER DICE and in cast iron cabinets carry paper that says "Made by Winner Novelty Company, Owensboro, Kentucky and Lincoln, Nebraska." So we see how the machines made it to Lincoln, Nebraska. One enterprising owner — antique collector/dealer Larry Lubliner no less — took his machine apart to see if he could learn more. He certainly did! Even though the machine carried paper that said it was made by Winner Novelty the insides of the casting carried the unmistakeable "CB" markings of Caille Bros. So Winner used Caille machines, or parts, or the old molds.



Unit Sales WINNER DICE. Bill Whelan Collection.

Unit Sales was formed in Lincoln, Nebraska in 1925, and first came out with WINNER DICE in cast iron, and later in aluminum with the name "Lincoln, Neb." cast in raised letters on the right side. As testimony to the great desirability of the style, no matter what age of cabinet material or what maker, WINNER DICE values hold true.

Mills
PURITAN BELL
Produced between 1926 and 1927

Mills PURITAN BELL. Charles Deibel Collection.

Here's another familiar face from the past cloaked in the wave of the future. But cloaked wasn't enough because soon it croaked. You probably think you've seen a lot of these machines, but be careful. There's a trick to it. It's the cabinet and the reels.

The best way to explain all this is to lead you to where it's already explained in detail. Go back to the Trade 1 trade stimulator book and you'll see the early Puritan cast iron PURITAN and the later Mills PURITAN. The reels have numbers on them. The machine is a lot older looking, with teeny tiny reels. In 1926 Mills upgraded the machine and modernized the cabinet, made the reel opening bigger, and did the cabinet in aluminum as the PURITAN. Then they also made two models of a newer PURITAN BELL, the first having number reels and the latter having fruit symbol reels.

Which makes the 1926 Mills PURITAN BELL unique. The fruit symbols were so hot, the number symbols in red, white and blue were soon joined by Bell symbols with production of both versions. So as a result they called the machine the PURITAN BELL (the name can be seen in the top casting) in spite of its number reels.

Number reels are a rarity on American machines, and most collectors associate them with the English TOTALIZER Bell slot machine, and logically so. If you find a bargain payout slot with number reels it's usually a tip off to a foreign machine. But number reels had their vogue in America first —that's where the Brits got them — and survived in small production numbers until the late 1920s. The Mills PURITAN BELL trade stimulator about put them to bed, however, as the machine didn't really click. The reels are numbered from 0 to 9, with payouts based on matching three of the same number or the same colors.

It seems to have worked for some people. A Mills advertising flyer printed in July 11927 quotes a druggist as saying that "The Mills PURITAN ... has been in my drugstore for about one year now and during that time has taken in 86,000 nickels or about $4,300." Imagine that, in 1927 taking in over four thousand bucks without work. Even if the payout was a thousand dollars — a payout rate of 25% was about right — that's still enough to buy 150 of the machines new back in '27. The PURITAN BELL was also important enough to the Mills Novelty Company to give its name to a company bowling team in 1928. If you're interested, other Mills bowling teams were OWLS, FIREFLIES, WIZARDS, BELLS and VIOLANOS.

National TARGET PRACTICE

Produced between 1926 and 1928

The parallel between Ed Pace of the Chicago Slot Machine Exchange, later the Pace Manufacturing Company, and Pat Buckley of The National Coin Machine Exchange, later his own Reliable Coin Machine Exchange, and even later the Buckley Manufacturing Company, is just short of uncanny. Both men were old stagers in the slot machine business; both went into the used machine business in Chicago in the twenties and started to make their own machines in the late twenties; and both went on to become major manufacturers of slot machines sharing major portions of the booming Nevada gambling machine market in the forties and fifties.

In the beginning they even made the same machines, although Pat Buckley added a few promotional touches of his own. Buckely started making virtually a direct copy of the Mills TARGET PRACTICE under the National Coin Machine Exchange name called, naturally, TARGET PRACTICE. Buckley continued to make TARGET PRACTICE when his firm became the Reliable Coin Machine Exchange. Like Pace, he stuck his name on the machine. The name "Buckley" is molded in block letters on the shooter of the later Reliable models. That's something to look for when you're checking TARGET PRACTICE machines. Buckley's later machines also have a gum ball vender.

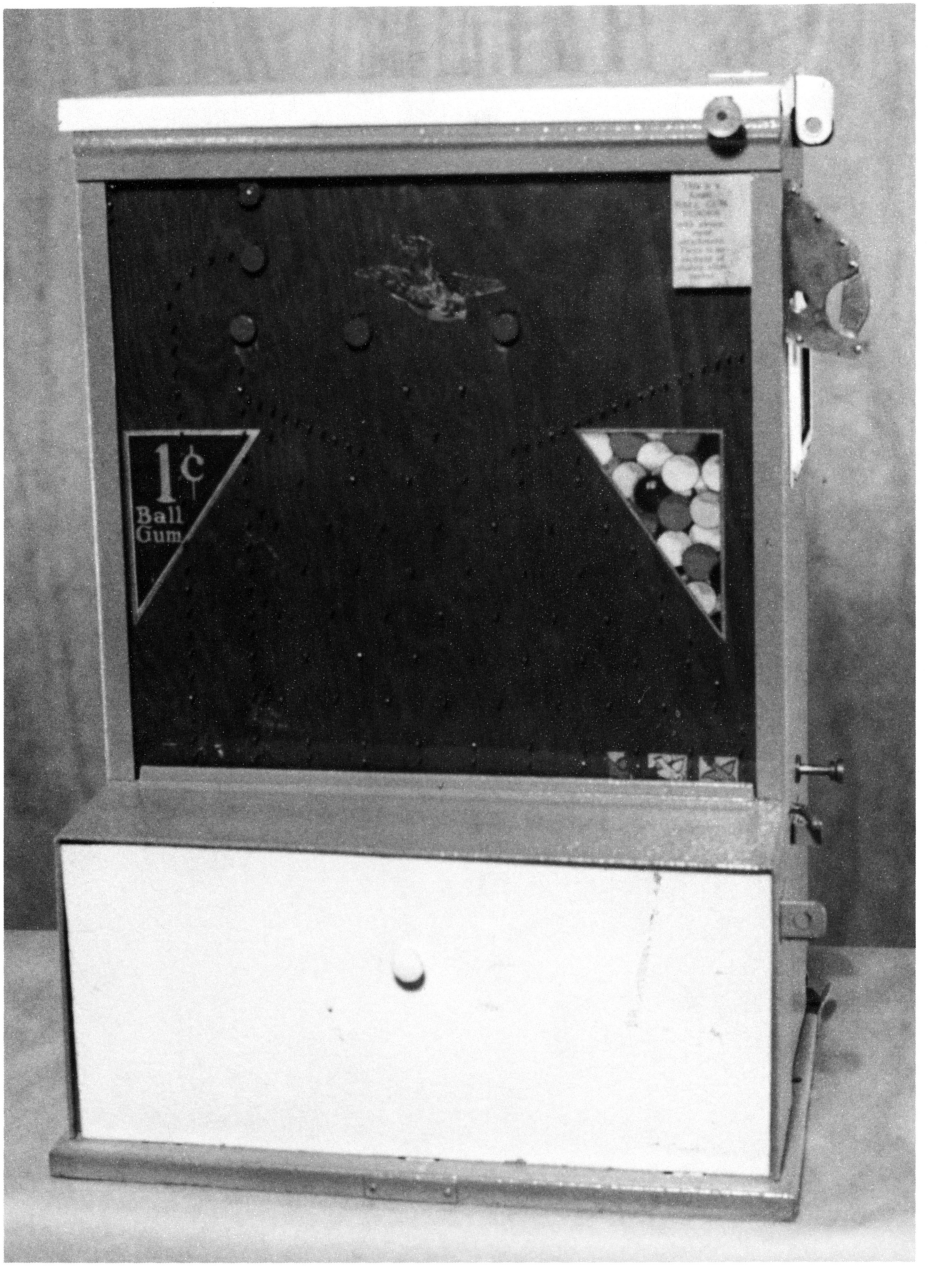
The original Reliable Coin advertising claims that the TARGET PRACTICE was the "only TARGET have solid aluminum cabinet" and that the Reliable was also "the machine formerly made by the old National with many added features and improvements." Then Buckley enlarged the cash box and changed the 5/2/1/G/G/G/G/1/2/5 reward chutes to three stars and G/G/G/G/G/1/2/5 and produced the machine as the OPERATOR'S TARGET. When the firm name was changed to Buckley the whole line continued. If all of this sounds confusing, believe me, it is clearer than finding a room full of "Targets" with National, Reliable and Buckley names all over them and wondering what they are. They're all Buckleys, that's what they are.

There's another way to spot them in a flash; it's the cabinet base design. The early 1918 Mills TARGET PRACTICE has a diamond design, while the later 1925 model has discus throwers. The Jennings version, called TARGET, has Indian archers. Buckley went distinctive with an "antler" pattern scroll design shown here on the original National TARGET PRACTICE, while lesser or earlier models had a plain cabinet. He kept both versions through the Reliable and Buckley models.

National TARGET PRACTICE. Bill Whelan Collection.

Bluebird TARGET

Produced between 1926 and 1932



Bluebird TARGET. Anonymous Pennsylvania Collector.

Shades of the Mills TARGET PRACTICE and the National TARGET PRACTICE and all the others, only tinny and garish. Up until the middle twenties trade stimulators had been rather sedate, usually made of wood, glass, brass, cast iron and finally aluminum. But just about the time they were starting to be known as counter games, they also started to take on the colorful characteristics of a mechanical sideshow. Once again it was the materials used in their construction that led the way to a change in appearance. Because of the hard usage inflicted on a trade machine, great care had to be taken to be sure the cabinet finish stood up long and well. The available paints easily chipped or wore off of wooden or cast iron cabinets. So the wooden cabinet machines were usually stained and thickly varnished (the latter a nightmare to a restorer) while the iron cabinets were usually plated. When aluminum came along, it looked so good all by itself that little was done to alter its appearance. As the years went by, casting details were brightly painted and design panels were filled in with bright colors giving the aluminum cabinet machines their own paint can rainbow look.

But it was the stamped sheet steel machines that turned out to be the colorful ones. In fact, the availability of cheap thin sheet metal, medium size stamping presses and baked enamel finishes quickly made itself felt on counter games. The results are — well, the best word is probably tacky. The Bluebird TARGET is the trash classic machine. It is a straight copy of the Mills TARGET, only it's all metal with a wooden pinfield. Bluebird described the finish as "our own special crackle paint in turquoise blue," adding the offer of "special colors on request on orders of 100 or more — no additional charge." Thousands upon thousands of these inexpensive machines were sold, so you can just imagine the variety of "special colors" that are out there in the world. You could make a collection out of the varieties. As for telling possible repros from the reall thing, that's easy. Modern paints don't chip. The old paints did. A lot.

A word about Bluebird: The firm was located in Kansas City, Missouri, and was called Bluebird Products Company. They made a wide variety of counter games. Bluebird TARGET was made in both plain and gum ball models.

Jennings FAVORITE

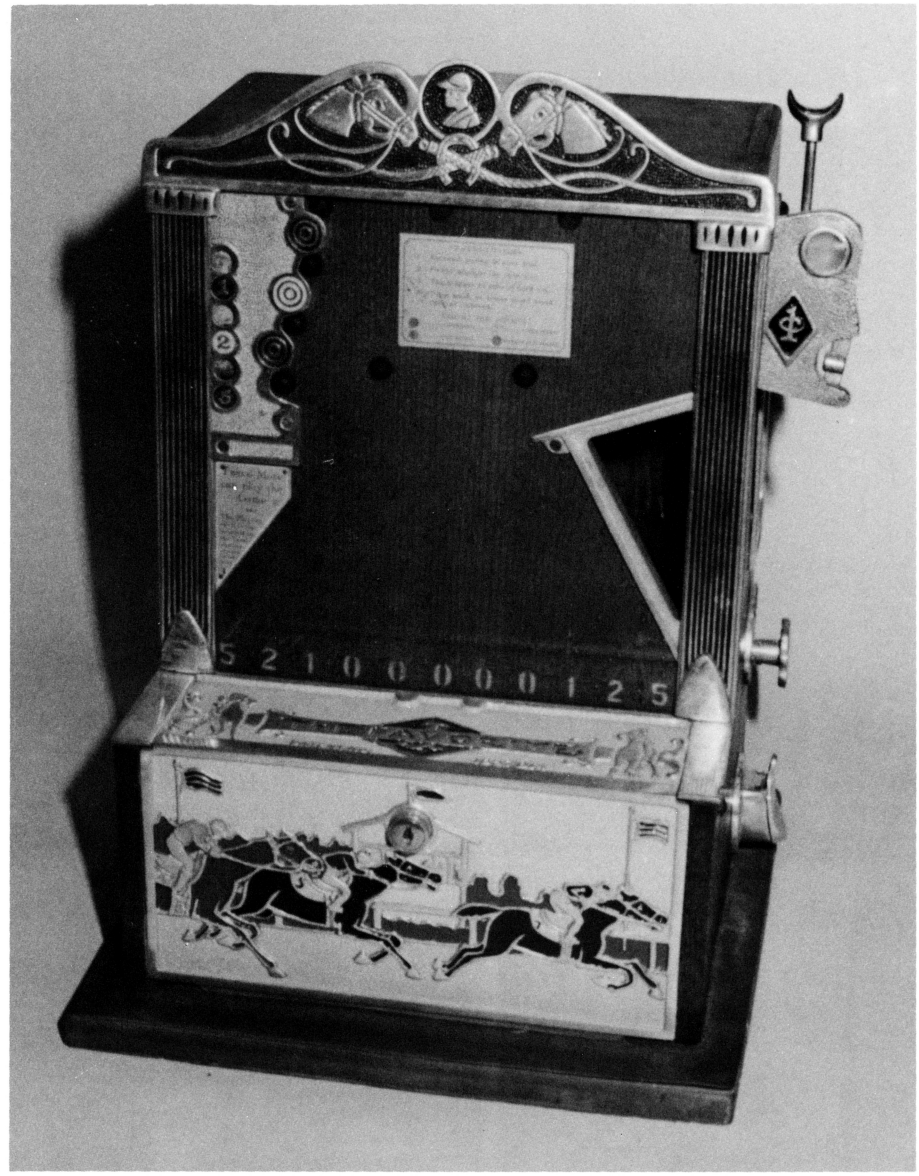
Produced between 1926 and 1930

If you take the finders, owners, dealers, auction buyers and coin machine collectors in general at their word, the Jennings FAVORITE is a favorite. It would seem that the only people who don't like the machine are those that haven't seen it yet. Why such an outpouring of adoration for a coin-shoot target machine, for that's what it is. Its good looks lead the way; there is no other target game quite like it, and the only ones that come anywhere near its heft are some strange baseball and gum vending targets made in wooden cabinets by a number of almost secret and very short-lived makers.

The Jennings name also adds some of the charm to the FAVORITE, and the horse race graphics in bold and brassy colors top it off. The Jennings FAVORITE was originally promoted as a companion piece to the Jennings TARGET, literally putting Jennings in the trade stimulator and counter game business for the first time. The original advertising in November 1926 called the FAVORITE, "the latest addition to the Jennings line. It is a target machine with a ball gum vending attachment. A ball of gum is automatically vended on each play. The exceptionally attractive appearance and the simplicity of this little machine truly make it a favorite." Later advertising in the summer of 1927 added the fact that "The FAVORITE gumball vender will stimulate trade. It's a real game of skill with the novel reward card provided eliminating any objectionable characteristics."

If the Jennings FAVORITE had any problem it was Jennings. Long known as a major producer of heavy-duty payout slots, the Jennings firm was never deeply committed to the field of trade stimulators and it was just about this time that the coin machine field started to get crowded with smaller makers batting out the new counter games in droves. As counter game specialists they picked their market and set to work to pick its bones. The Jennings firm just wasn't constituted that way, and wasn't willing to scrap with a bunch of cat-and-dog producers for the nickel-and-dime counter game business. Even their later FAVORITE promotion proved the point. By the end of 1929 Jennings was promoting the FAVORITE as "a territory opener (that) develops locations for larger play machines."

Jennings showed where their heart was, and FAVORITE was off their list by 1931. In much the same way, only in reverse, collectors now show where their heart is ... with money. The Jennings FAVORITE is valued higher than any other counter target game ever made, no matter how old, and is worth many times the value of its contemporary targets.



Jennings FAVORITE. Bill Whelan Collection.

ATLAS (Graham) MIDGET ROULETTE

Produced between 1926 and 1929

Atlas (Graham) MIDGET ROULETTE. Bill Whelan Collection.

Confusing! Confusing! Confusing! What you're looking at is one of the many, many locally assembled MIDGET ROULETTE counter games originally produced as components by Charlie Fey in San Francisco and shipped all over the country in parts and pieces. Fey had a good thing going with his small aluminum cabinet dice and roulette counter games in the middle 1920s. He made them for himself, and then gave every back-alley, basement and garage shop across the country a cheap chance to produce their own exclusive machines. The outfit that made a big deal out of it was Mills Sales Company in Oakland, California, and their MIDGET (they called it the 36 LUCKY SPOT) is described in detail in *Trade 1*. No one else made that much of a splash.

As for the many others, their production track isn't quite as clear. A guess suggests that Fey sold at least a dozen producers on the idea, and to this date only half of them are known. In large measure the area where the machine is found generally indicates the maker, if not by name, at least by geographic area. What Fey did was travel the country and sell the idea wherever he stopped. A big stop was to visit his friend, Billy Schmidt, in Fond Du Lac, Wisconsin, a trip he frequently made, probably to go fishing and buy cheese. It was at one of the big cheese stops, at Kaukauna, Wisconsin, that Fey sold the Ristau brothers on the idea of making the MIDGET to add to their line of automatic photographs produced by their Atlas Manufacturing Company. So by the spring of 1926 Atlas was in the trade stimulator business. When asked about the venture years later by the author, the surviving brother said that the parts for the MIDGET ROULETTE and the dicer were shipped in, assembled and boxed by Atlas, and the venture was a flop. Fact is they had boxes of the parts around in their garage and basement for years until they threw them out a few years before I asked the question. Ditto for their juke box (they made four models) which also didn't do so well.

The other fairly identifiable maker (assembler to be exact) is the L.C. Graham Company of Albany, New York. Graham made the Fey MIDGET and 3-IN-1 dicers and the MIDGET ROULETTE machine. Even though these machines practically all look alike, at least on some the paper is different. Incidentally, a variety of reward cards for these machines have been reprinted by collector Bill Whelan, P.O. Box 617, Daly City, CA 94017, so if you've got one of these machines to spiff up, or any trade stimulator for that matter, contact Bill.

Exhibit PLAY BALL

Produced between 1926 and 1935

Everybody and anybody made the TARGET, and when they didn't make it as the TARGET, OPERATORS TARGET or TARGET PRACTICE they made it as something else. But it was the Exhibit Supply Company of Chicago that carried the whole idea the extra mile and even farther. Exhibit created a whole line of chance, vending, amusement and trade stimulator machines out of the lowly TARGET to fill a catalog and the change counters of the country with target coin shooter machines with different names and different play fields that all operated basically the same way.

This one is PLAY BALL, and the play field is a baseball diamond with holes at the catcher position, bases and key infield and outfield spots. Fact is, the play is in direct reverse of what is normally expected with a coin machine. Getting caught in one of the holes, or catcher's mitt, is out. You've got to shoot the penny around and through the holes to score, and if the penny makes it past the playing field and into one of the "hit" slots at the bottom, it comes right back out so you can play it again, or take the money and run.

When you get games like this the paper and instructions are very important or you just might never ever figure out how the game is played. The key paper on the Exhibit PLAY BALL is a small panel at the top of the play field originally held in place by six brads that says "A Game of Skill/Test Your Batting Eye/Make a Hit and get your Penny Back." That explains the play action fairly well with one exception. What happens if you get a run or two? That's where trade stimulator knowledge comes in handy, because that's something you'd never find on a machine for the simple reason that it would have been illegal in lots of places. For the Exhibit PLAY BALL also paid off. Over the counter to be sure, but the spice of trade stimulator life is here, only hidden.

When the games don't reveal the award schedules you've got to get lucky and find the original instruction paper (sometimes pasted or loosely tossed inside), old advertising or a catalog that tells the secrets. The 1931 Exhibit Supply Catalog, which is available as a reprint, tells the story.

"The fastest and most profitable penny machine made ... a big repeater. You bat the penny like a ball. If the penny drops into a player's hands, you're out. If you're skillful enough to bat the penny through the outfield, you score a 1, 2, 3 base hit, and get your penny back. A prize can be given if the penny goes into 1 Run, 2 Runs or a Home Run."

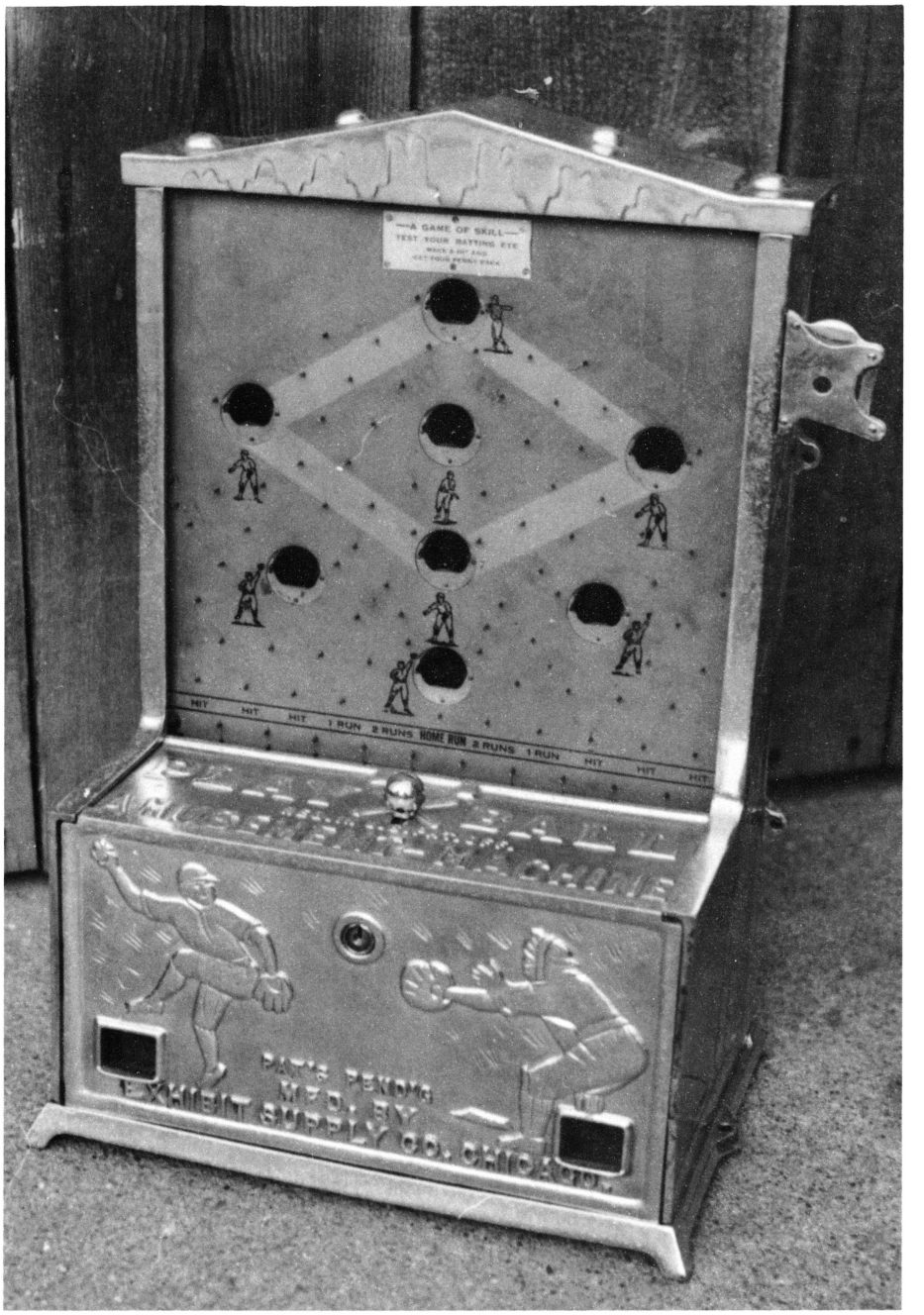


Exhibit PLAY BALL. Bill Whelan Collection.

Because of its baseball features some collectors might want to classify PLAY BALL as an arcade game. But its chance features make it a true trade stimulator, putting it squarely in this book and not another.

Monarch (Fey)
PEE-WEE ROULETTE
Produced between 1927 and 1930

Monarch (Fey) PEE WEE ROULETTE. Bill Whelan Collection.

Fey made his classic plunger counter game in two versions, as a dicer and as a roulette wheel. The MIDGET was made both ways, and just as Fey got everyone accustomed to that name, he redesigned and came back with the same two games as the PEE-WEE. The basic game isn't much different, but the cabinet is somewhat refined. What PEE-WEE really did was give Fey a chance to offer new exclusives and "different" machines to his next batch of parts customers, giving the confusion a chance to start all over again.

As before, Fey made PEE-WEE for himself, as well as for others as parts and components. The big PEE-WEE assembler and marketer was the Monarch Sales Company of Indianapolis, Indiana, a division of the Silver King Novelty Company. Monarch started out with the Fey PEE-WEE in the summer of 1927 in both dicer and roulette models. They called the dicer PEE-WEE DICE and had an award card called 36 LUCKY PLAY. The roulette model, as illustrated, was called PEE-WEE ROULETTE.

Then Monarch got uppity. By the fall of the year, the firm name was changed to the Monarch Manufacturing and Sales Company, and a whole new PEE-WEE made its appearance, only this time the PEE-WEE name was missing. Instead Monarch re-cast an enlarged cabinet with a built-in gumball vender to put bulldog heads on the side. They called the game BULLDOG DICE, and it's probably the rarest of the Fey-type counter games. Monarch kept the 36 LUCKY PLAY award card, but made the six dice on the platform spinner two of one color and four of another. That let the player count the spots faster, or play craps on the side.

If you think this wraps up these Fey counter games with four photos and descriptions in two volumes, you've got another guess coming. There's wads of models of these games and a proliferation of names. Here's a few: 3-IN-1 3-PLAY-IN-1, 3 MUSKETEERS, 36 LUCKY SPOT, 36 LUCKY PLAY, 36 LUCKY SPOT MIDGET, LUCKY SPOT MIDGET, PEE-WEE, 36 ROULETTE, MIDGET, ROULETTE, 36 and on and on.

Caille
JUNIOR BELL ("Style 2")
Produced between 1928 and 1932

The Caille center-lever FORTUNE VENDER and its subsequent Caille JUNIOR BELL development were just about the end of the line for the BABY BELL and BALL GUM VENDOR style of counter trade machines as described in the first trade stimulator volume. They all look so much alike it is hard to tell them apart, but by 1930 they all looked so familiar they were quickly dated and up for replacement by newer counter games. Caille first made the FORTUNE for the Superior Confection Company in Columbus, Ohio, a combination operator-jobber organization run by a well-known slot machine figure named Gus Snyder that had operator tentacles that reached from Ohio into Pennsylvania, Indiana, Michigan, Kentucky and other states around its periphery. The Superior FORTUNE of late 1926 has fruit symbols with very corny fortunes that didn't hide the reward rate very well. For instance, a "12" winner with three plums led to a fortune that said "You are most generous, which is indicated by your large, well-formed ears. You couldn't be more generous if your ears were 12 times as large as they are." The other winning combinations were equally open and, well, not exactly flattering.

The all-but-identical Caille FORTUNE VENDER of 1927 used colored shields as symbols with equally innocuous copy in the shields. Coin play was "penny to quarter," with a thick little window revealing the payout rate based on the visible last coin played.

The end of the line was this Caille JUNIOR BELL (Style 2) of 1929, practically the same darn machine, only this time it has fruit reels including the funny fortunes. Caille said it "Makes good everywhere. 3 machines in 1. Tells fortunes. Vends ball gum. Miniature Bell — Fortune teller — Ball Gum Vender." By the early thirties the tall, upright "Baby Bell" style was already an antique. So was Caille Bros. The firm that had at one time been the only major rival to Mills found itself in trouble as a fifth-rate producer, ranking behind Mills, Jennings, Watling and Pace. So they sold out, with the new owner quickly cutting out counter games. Bad fortune.

Caille JUNIOR BELL ("Style 2"). Bill Whelan Collection.

Buckley
PURITAN BABY VENDOR
Produced between 1929 and 1932

Buckley PURITAN BABY VENDOR. Carole Whelan Collection.

Counter game producers were always looking for something familiar for fear of shaking up their operator-customers. It's a hard business, coin machines (it still is) because the only thing that counts is the take. The measurement of machine effectiveness is the number of coins in the cash box at collection time, no matter how clever the game or how good looking the cabinet. The performance of past machines was always well known to the people in the business, and in order to capitalize on the record of a successful machine as well as put over a new one, the makers often took old names and stuck them on new games.

The machine format that ushered in the Golden Age of counter games was introduced just that way. A Chicago tool and die man named J.M. Sanders engineered an even smaller counter game than the BALL GUM VENDORS of the twenties, making the machine under his own name and selling it prefabricated under private label. The case is boxy, the mechanism simple, and the design right in keeping with the newly found Art Deco environment of its era. One of the first to grab the machine for his own distribution was a Chicago operator and used machine dealer named Pat Buckley. Buckly had set up a business called the Reliable Coin Machine Exchange on the near west side of Chicago, selling Caille and Mills machines, and any old machines he could get his hands on, as well as a growing line of his own machines first made elsewhere, and later in his own facilities. The boxy Sanders machine entered the Reliable line as a "penny to quarter" machine called the PURITAN BABY BELL, a name that combined the profit-making history of the earlier PURITAN with the acceptance of then current "Baby Bell" machines. Over 2000 were sold between May and December 1928 alone with sales climbing. Buckley jumped into the manufacturing business as the Buckley Manufacturing Company, producing the machine in one form or another until the late thirties.

Buckley produced the machines by the jillions, with most of them going private label. One big customer was the Lion Manufacturing Company, a forerunner of the Bally Manufacturing Company. Lion bought the machine with its ball gum vending attachment and sold it through its Midwest Novelty Manufacturing Company division as the Lion PURITAN BABY VENDOR. Does all that sound important enough? Well, actually, it was all one man with a lot of corporate names on paper. Lion Manufacturing Company was the name of a family-held holding company, and when Ray Moloney, the genius behind all this, formed Bally a few years later he even made that a division of Lion. Imagine that, the mighty Bally coming out of counter games.

The preferred moded in all this is the 1932 Buckley version shown here, with its fortune Black Cat and horseshoe reels. A rare addition is the penny-only coin accepter, which added up to a lot of machinery for a counter game.

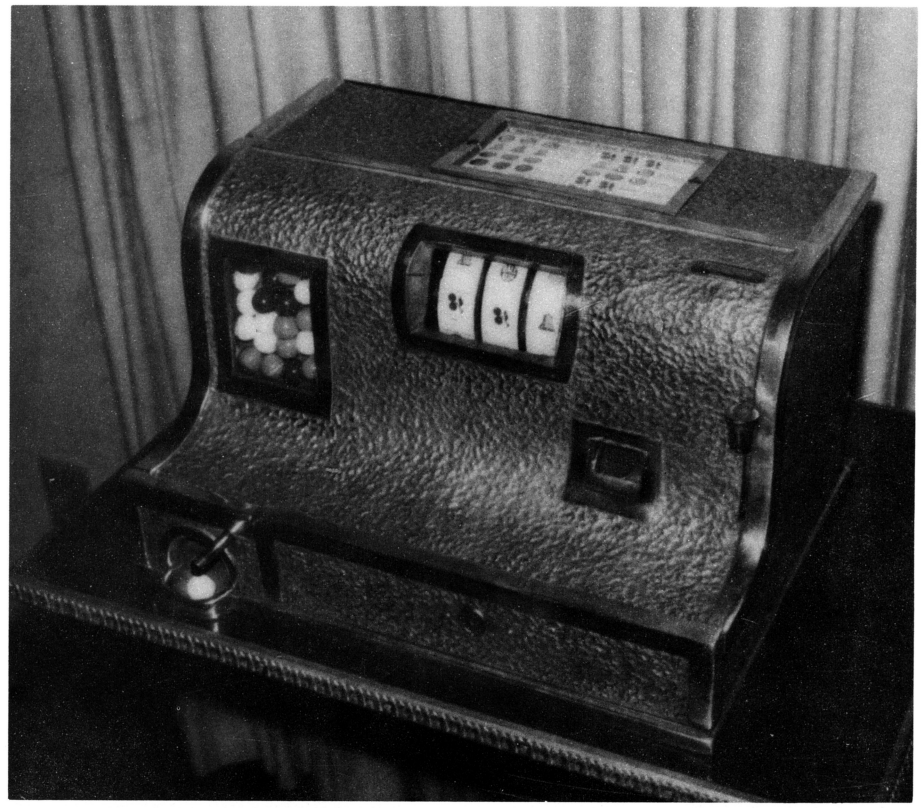
Field BABY VENDOR

Produced between 1929 and 1932

It is perhaps the plainest, most different and probably ugliest baby bell type counter game ever made, yet one with an amazingly high degree of collector interest. The word "it" is used advisedly as the machine doesn't give away its origin. Actually it often does, but collectors aren't aware of the meaning of the "F" or the mention of "Field" that sometimes appears on the paper or the casting. "Sometimes" is used advisedly, too, as there is a wide variety of these machines with different names, different reels, different cards and different castings.

You've got to say this for it: the Field BABY VENDER is different. It started out as a machine called THE GYPSY made by The Field Paper Products Company in Peoria, Illinois, in 1928. The Fields (father and son) were fairly well-known punchboard makers in upper central Illinois and were already selling to a national market. Looking backward, the basic machine has an even earlier history. It was created in 1927 by an Indianapolis outfit called the Keystone Novelty and Sales Company run by a guy who used to work for one of the branches of the Silver King Novelty Company in town. Keystone made the original machine in two models, with fruit reels as the PURITAN BELL and with fortune reels as the PURITAN BELL FORTUNE. The January 1928 introduction of the machine was somewhat less than dazzling, and before the year was out, Keystone was out and the punchboard makers of Peoria had a coin machine in their line. The Fields gussied it up as far as it would go without changing much and called it THE GYPSY. It was still a turkey, so they came back with it early in 1929 as the "improved 1929 model" GYPSY FORTUNE TELLER. This time it had, if you can believe the 1929 advertising, "new ... non-clogging coin chute, 'patent leather' reels, silent and long spinning reels, and a dozen other features."

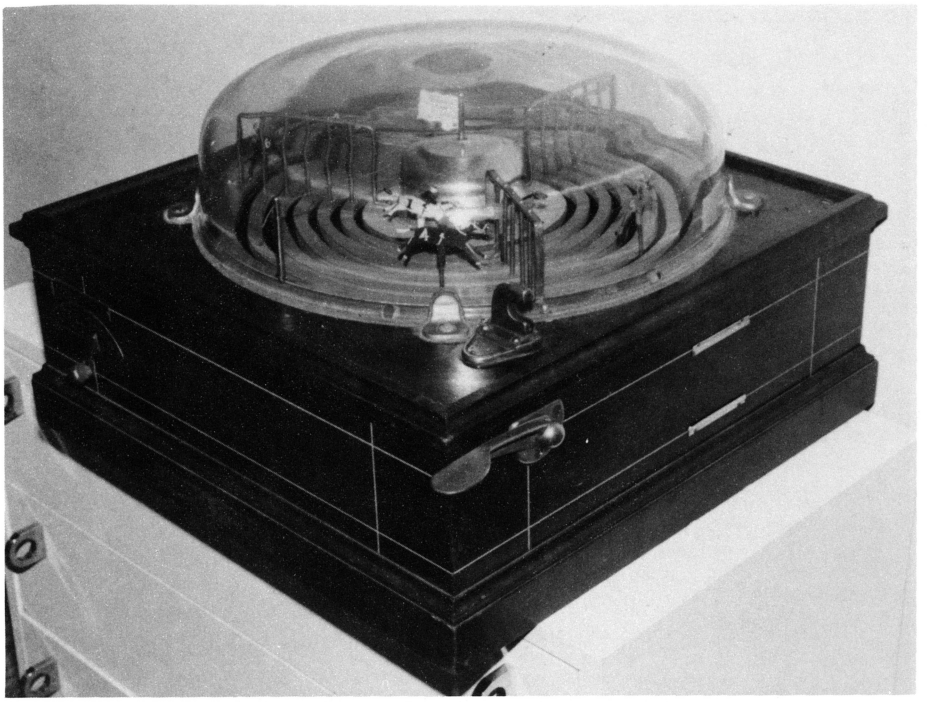
Not enough! The GYPSY didn't see the future very well, or Field saw the handwriting on the wall. So it came back again at the end of 1929 as the BABY BELL and as the 2-IN-1, or BABY VENDER, with the latter having gumballs in a window and a dispenser below. By "2-in-1" Field meant you could run it wide open as a gambling machine in "open territory," or just set it on the counter as a "straight penny gum machine." The fact that it also takes a nickel, dime or quarter sort of belies the gum vender aspects of the BABY VENDER, but everyone lied a lot in those days.



Field BABY VENDOR. Stan Harris Collection.

This is the coin machine that put Field, later to become The Field Manufacturing Corporation, in the trade stimulator and payout "jacks" business, and once they got going, things moved fast for Field. That this ungracious, poorly printed teeny reeled, pseudo-modern-looking counter game got them moving is almost beyond belief. But the Fields had a promotional way about them that caught the eye, ear and pocketbook. Field called this "The Rolls-Royce of baby venders," and there are enough of these little devils around to suggest that some folks believed them.

H.C. Evans
SARATOGA SWEEPSTAKES
Produced between 1932 and 1935



H. C. Evans SARATOGA SWEEPSTAKES. Larry Lubliner Collection.

Many collectors think that the non-automatic payout trade stimulators and counter games of the thirties were fairly small to fit the change counter. True, most were. But there are some large exceptions, and I mean large. This game, for instance. The machine is almost two feet square and weighs a ton, or at least feels like it. It didn't suddenly get created out of whole cloth, for it is actually a coin-op version of an old carny come-on and grind game.

H.C. Evans and Company of Chicago was in the carnival and "game room" (i.e., heavy gambling) equipment business since around 1905 and built a tremendous reputation in the field. If you wanted to outfit a complete carnival, amusement park, county fair or skill operation, you could get everything you needed at H.C. Evans except the buildings or the people, and even there they could help and set you up with the right sources. One of the classic amusement park devices was an enormous six-foot diameter circular track with from 12 to 30 horses called the EVANS' PORTABLE CANDY RACE TRACK. Candy, hell! The local yokels lost their ass on these games when the park and carny people got them betting their pea picking money on the winners. The monster race games were so successful Evans made a smaller countertop version before World War 1 with a special layout or betting cloth to match. Called the MINIATURE RACE COURSE, and 18 inches square with exposed horses on a circular track on top, the game was operated by pushing down a handle once all the bets were on the felt. Just because it was smaller didn't make it any less deadly, and throughout the twenties the MINIATURE RACE COURSE scooped up the pocket chance of a generation of naive carnival and park patrons.

By the end of the twenties, and with the coming of the depression, the old carny slickers were fast disappearing. And so was the Evans business in that market. By that time the Evans offerings were beginning to stay indoors, with roulette layouts, marked cards and dice, and even slot machines and counter games made by others taking over the catalog pages. Rather than just job the machines of others for a small mark-up, Evans added a coin mechanism to its racing game, put the horses under glass, and produced SARATOGA SWEEPSTAKES. Six horses spin around the track, and one wins with a snap stop.

SARATOGA SWEEPSTAKES can be found in a straight gambling "Pari-Mutuel Model" or in the trade stimulator "Operator's Model with Mutuel" with award cards (often missing) indicating merchandise awards. In late 1933 the SARATOGA SWEEPSTAKES SPECIAL was introduced, adding an odds indicator and an anti-slugging coin detector in plain and gumball models. With that, H.C. Evans was in the coin machine business for keeps until after World War II.

Daval
CHICAGO CLUB HOUSE
Produced between 1933 and 1935

When *An Illustrated Price Guide to the 100 Most Collectible Slot Machines* — the first book in this series of collector guides of coin machines and relative pricing, and the one in the dark orange cover — was produced in the summer of 1978, it looked like a one-shot book for the few collectors of chance element coin machines. Therefore, it had to include a lot of stuff. So payout slots, consoles, trade stimulators and counter games were all tossed into the mix to get as much information disseminated as possible.

Then, whammo! The book took off like hotcakes, and collectors crawled out of the woodwork all over the country. They're still crawling out (or crawling into the field, to be more exact) and the information demand keeps getting more and more demanding. A field that nobody knew much about in 1978 suddenly spawned a raft of knowledgeable collectors in less than a dozen years. That's great for all of us, and the greatest part of all is that many collectors have become truly dedicated researchers, adding new facts and figures to what we already know. By the 1990s coin machines had pushed themselves into the middle of a "knowledge explosion" to quote a phrase used by the computer people.

But that means we've got to do some backtracking to get organized. The catch-all aspects of that first volume are part of the past, with two series of books already off and running separately covering payout slots and trade stimulators, and even more books coming covering arcade machines, pinball games, gum ball machines, vending machines, mechanical music and others.

So, in the interest of getting organized, some of the trade stimulators and counter games in that first volume are being repeated in the trade stimulator series to both put them where they belong and to add more information to that which has already been printed.

The Daval CHICAGO CLUB HOUSE is a good place to start. To continue the story started in the volume one slot book, the machine came with five card reels plus a conversion kit to cut the window down to three reels, substituting fruit or cigarette symbols. Rare as these versions may be (mostly because the conversion parts were lost or tossed out) there are some of these machines around. The one shown here is a classic example of this version. This is a practically mint, superclean and unrestored example of the CHICAGO CLUB HOUSE with the conversion kit in position in the collection of Bill Whelan of Daly City, California. Its serial number is 102, the lowest Daval serial known. This version also shows off the heft and strong appearance of the machine and gives you an idea why this large and imposing baby bell type hit the market like a thunderbolt and set the pattern for many of the larger and elaborately designed counter games of the future, a pattern that didn't end until counter games ended in the 1950s.

Daval CHICAGO CLUB HOUSE. Bill Whelan Collection.

A.B.C. Coin JOCKEY CLUB

Produced between 1933 and 1935

A.B.C. Coin JOCKEY CLUB. Bill Whelan Collection.

Who ever heard of A.B.C.? The JOCKEY CLUB is fairly well-known to collectors that get around to the auctions or shows, but after that even the JOCKEY CLUB tends to be a mystery machine. Suffice to say, the A.B.C. Coin Machine Company Inc. JOCKEY CLUB is out of the mainstream of counter game collecting, and that makes it a highly desirable piece.

JOCKEY CLUB is bigger than most counter games of its day and has the additional distinction of having an attractive wooden cabinet with a cast aluminum front in art deco design. The design alone says 1933 quick as a bullet, and the date is right on target. A.B.C. Coin was set up by a former operator at 4916-4922 W. Grand Avenue way out on the northwest side of Chicago. The timing was perfect, for the machine was introduced just as the 1933 Chicago World's Fair got started. The fair ran another year and so did A.B.C., but after that they both came to an end.

That's sad, because the JOCKEY CLUB is a marvelously built machine. It's not tinny or cheap, and has a certain class to it that is rare for counter games of the 1930s. It is also fairly rare, probably as a function of its short production run. The rarity also depends on the model. The original JOCKEY CLUB had three reels that showed horse, winner and odds. The first reel to stop, at the left, named the horse, and if the second reel didn't pick it as the winner, you were out. But if it did, that third reel suddenly got very important. While most winners were two-for-one, there were enough higher odds to keep the players hooked. According to the literature of the day, JOCKEY CLUB paid out approximately forty percent, a high return for its machine class but nowhere near the 97% payouts expected of the slots in Vegas or Atlantic City in this day and age.

The basic JOCKEY CLUB was watered down in subsequent models. By far the most desirable is the gum side vender model with the horse race reels. But after that, JOCKEY CLUB became just another cigarette machine when cigarettes reels replaced the horse reels. The example in the photograph is the original horse reel model.

There is some mystery as to where the A.B.C. Coin JOCKEY CLUB came from, or where it went. In collectors hands it remains a durable and desirable piece, as well as an enigma.

Bally CUB

Produced between 1933 and 1934

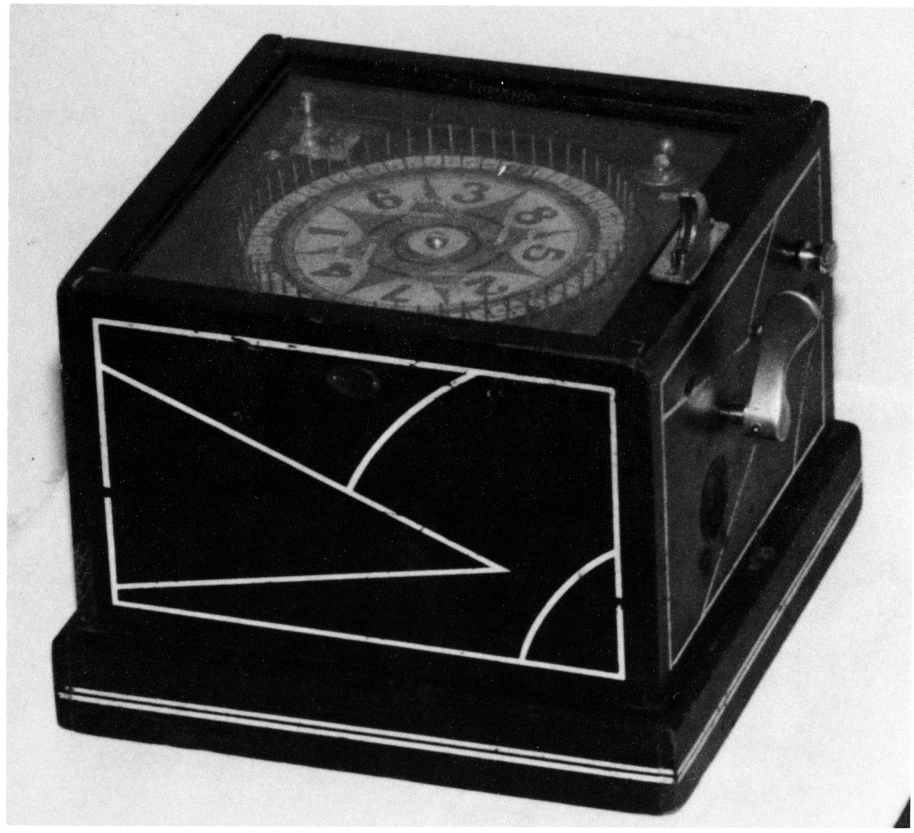
If this doesn't look like an old cigar machine from the 1890s! A lot of collectors in the early days of collecting thought it was, and they got confused over the Art Deco trim, aluminum handle and CUB name, all decidedly un-Victorian.

It's a simple game. You put in a coin, charge the machine by pulling forward on the handle, turn a selector dial to the number and color you want to play for, then pull out the selector knob. That starts the flat wheel spinning and click-click-clicking its way to a stop. If you picked the number or color, you're a winner. That's just about as old-fashioned as you can get, and it's almost incongruous to see the Bally name on such a simplistic device. But hold on; that's typically Bally for the early days. Ray Moloney of Bally hit the sales jackpot with his BALLYHOO pinball game, and then tried mightily for year after year to match its success. It wasn't until Bally started making one-ball payout pinball games around 1935 that they had another barnburner on their hands. Between these two successes, Bally scratched out a living the hard way from game to game, and in the process turned out wads of trade stimulators and counter games that only had a modicum of success or were absolute flops.

Surprisingly, the CUB was one of the successful games, if only modestly so. The reason wasn't Bally or the game. It was the law. When repeal became the law of the land and beer could be sold over the bar once again (not to count the whiskey that flowed) just about every empty storefront on a well-travelled street suddenly became a tavern and the bartop counter game was just as suddenly in great demand.

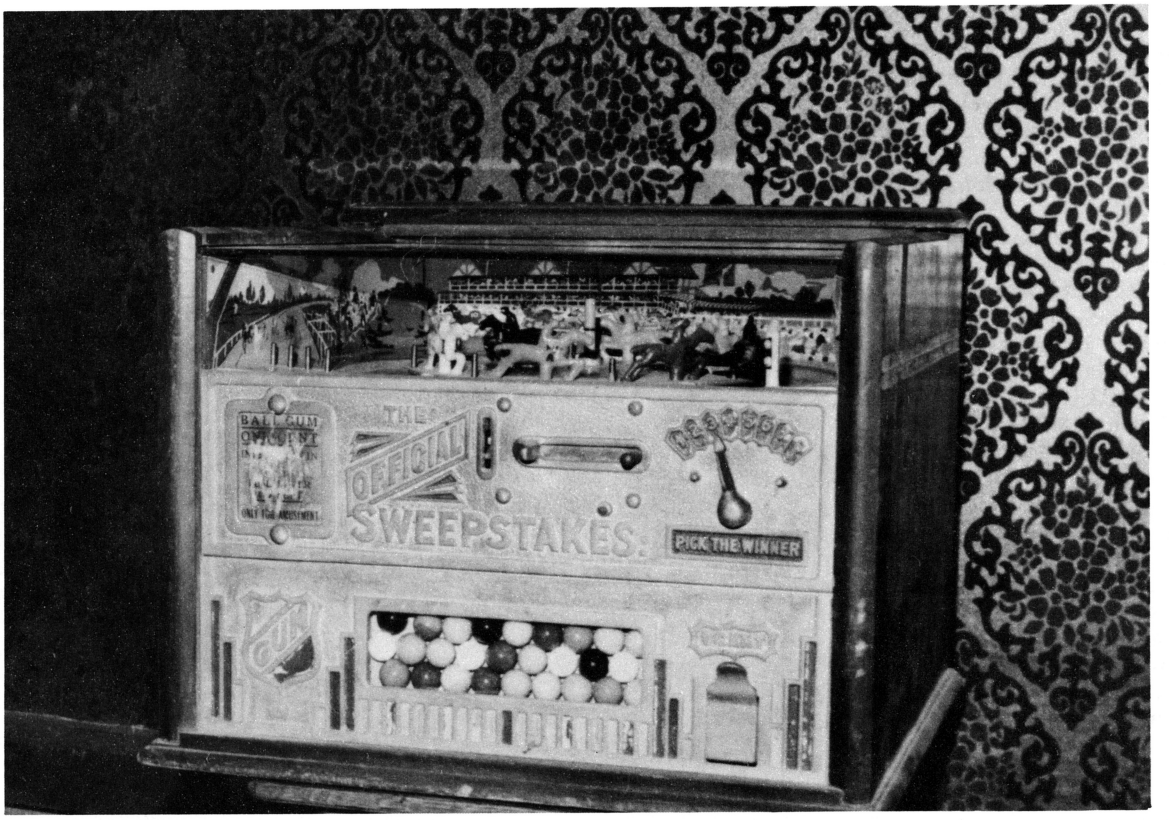
The Bally CUB was just the kind of game that was popular. And why not? Its earlier cousins were just as popular in the pre-World War 1 saloons. Reporting on the phenomena, the November 1933 issue of *The Coin Machine Journal*, in an article entitle "Six Months of Beer," Stated: "Immediately after beer began to flow a score or more of counter type beer sales stimulators appeared and it is estimated that some 200,000 of these machines were sold. Such machines as Exhibit Supply's BOOSTER, Bally's BOSCO and CUB, A.B.T.'s ROLL-ET, and various other counter machines using dice, roulette and fruit reel symbols enjoyed a sale that created prosperity for their producers."

200,000 games in six months! That's why old tavern locations, or the descendents of saloon and tavern operators, are such good places to look for old coin machines. CUB, incidentally, came with four different wheels — numbers, fortune symbols, beer or cigarette symbols. Most surviving examples are number wheels, with the beer wheel the most sought-after.



Bally CUB. Rich Penn Collection.

Rockola
OFFICIAL SWEEPSTAKES
Produced between 1933 and 1935



Rock-Ola OFFICIAL SWEEPSTAKES. Gene Foster Collection.

Here's a highly favored race game trade stimulator that combines the action of the race games of the past with the gum vending, color selector dial and fact action of the middle thirties. Rock-Ola started a trend (actually restarted an old trend) with the OFFICIAL SWEEPSTAKES, and within the next three or four years practically every maker of counter games or even the larger payout slots made a somewhat similar machine.

Rock-Ola was in much the same spot that Bally was in the early 1930s. Rock-Ola started out with the rapid success of lash-on jackpot fronts, moved into pinball games, and squeaked out an existence with a wide variety of these machines spiced with a series of non-payout trade stimulators. Interestingly Rock-Ola seemed to do better in trade stimulators than Bally did, yet example of machines from both firms seem to be in short collector supply.

The Rock-Ola OFFICIAL SWEEPSTAKES is one of the better examples of the genre and sometimes gets confused with the Balley SPARK PLUG. True, both are circular race games, but the Bally machine is far more complex, and an automatic payout to boot. That's not to say the Rock-Ola OFFICIAL SWEEPSTAKES (it was generally just known as the OFFICIAL) isn't complex. It is, particularly for a non-payout counter game. Its cleverest feature is the "moving ball of magic," or simply the "magic ball." While the horses spin around, the ball rolls around, changing the odds as the race progresses. A winner pays out 2-for-1 up to 30-for-1, depending where the ball stops when the winner stops. Two exciting play features are going on at once; Rock-Ola called it "double-barrelled action." The machine came in both plain and gumball models, the latter shown here.

Another hot feature is the speed of the play. A hundred races can be run in an hour, but you really have to stick to it. Sixty different odds numbers are on the track of the "magic ball" so you just can't possibly prejudge the results.

Something else; and that's content, or the amount of manufactured goods you get for your dollar. A small automobile cost $600 in 1933; virtually the same car you'd get today for $10,000, or almost twenty times as much. The Rockola OFFICIAL cost $19.50 in its plain model and $21.50 with the gumball window and dispenser as shown when it came out in 1933. Multiply that times twenty and you get equivalent values of $390 and $430, meaning that an OFFICIAL buyer got an awful lot of machinery for their money back in '33 and that the appreciation of the piece since just proves that good antiques run well ahead of inflation.

Groetchen
POK-O-REEL GUM VENDOR
Produced between 1933 and 1934

Here's another catch-up piece of copy to put trade stimulators and counter games in their rightful place in this volume as well as correct, update and enhance the data contained in the original *Trade 1 An Illustrated Price Guide to the 100 Most Collectible Slot Machines*."

What You're looking at is the original Groetchen POK-O-REEL of 1933 in its side vender (and notice that the vender is on the left side, not on the right as is so common on the larger payout slots) configuration, the latter model being called the POK-O-REEL GUM VENDOR ("Vendor" with an "O"). This is the same machine that is illustrated in the *Slots 1* book, and it gives us a chance to straighten out some screwed up data.

Well, it's not exactly the same machine. This is the gum vender model. But if you compare the front casting of the cabinet you'll see that both of these machines are from the same molds. The name POK-O-REEL is in an Art Deco-type panel, with other Art Deco treatments on the sides and bottom of the front around the reward card. Now, if you look at the top of the machine picured here, you'll see other neat casting treatments showing the spot symbols of Club, Diamond, Spade and Heart suits. In all this is a very classy model of the POK-O-REEL.

It's this cabinet trim that points up the screwed up data in that first slot volume. In the original edition of that first book the copy is correct, but the picture is wrong. The copy describes the Groetchen POK-O-REEL TRIPLEX of the 1934-1936 period, but shows the POK-O-REEL of 1933-1934. The way to tell them apart is easy; they have entirely different cabinets. Where this model has the POK-O-REEL name in its cabinet, the POK-O-REEL TRIPLEX has it cast as a separate piece, mounted by two screws as a marquee on top of the machine. We'll straighten this whole thing out in future volumes in this trade stimulator series when we show the POK-O-REEL TRIPLEX in all its personal glory.

Getting back to the machine at hand, it's a beauty. This machine and the Daval CHICAGO CLUB HOUSE set the future standard of premier counter games, making them larger and better decorated than they had been in the past. The example shown here is a fully restored model in the Bill Whelan collection, and carries Whelan's repro reel strips making it look brand new, or even better than new. Many collectors prefer not to restore their machines, but if a machine is short of hopeless and the restoration can be right on target in terms of originality such as this one the results speak for themselves.

Groetchen POK-O-REEL GUM VENDOR. Bill Whelan Collection.

Kenney and Sons MAGIC CLOCK

Produced between 1933 and 1935

Keeney And Sons MAGIC CLOCK. Willard E. Howard Collection.

Welcome to a trash classic! A few years ago people could hardly give these things away. Now, at least, they have a modicum of market value. And in the future? Who can tell. It's a hellava game, and if you'd like to have one of these crazy things around the house or in the den, go out and get one now before everyone catches on to the trick of the machine.

Here's the trick! It has fruit symbols! That might not seem like much to you today, but believe me, in the long run anything with fruit symbols from the thirties or earlier will be a prime piece in the years ahead. There's something about Lemons and Cherries and Bell-Fruit-Gum (on this machine the black bar symbol is called MAGIC CLOCK; machine makers often changed the bar symbol to reflect their own name or play features while leaving the other fruit symbols intact) symbols that charm the hell out of people, particularly older ones who get all excited and happy when they see them and often say, "Hey, I remember those!" So if you ever see a machine — any machine — that has fruit symbols and the price is really right, you'd be an idiot to pass it.

So what in the world is the Keeney MAGIC CLOCK? Well, it has an interesting background. Chicagoan Jack Keeney, later famous as a producer of Console Bell and electronic Upright payout and free play automatic slots through his J.H. Keeney and Company, Not Inc., got into the coin machine manufacturing business by the back door. Way back before World War 1 his father was an operator, and little Jack and his brother Bill were route collectors. Then, in the twenties, they all had a direct mail order slot distributor business as Keeney and Sons on the south side of Chicago. Young Jack (getting older, not younger) was dying to get in the slot and trade stimulator business as a manufacturer. So they made jackpot fronts and "jacks" machines. But Keeney had his eye on bigger game and sought ideas from outside inventors.

His first big shot was a race game trade stimulator called DERBY VENDER, coming out in April 1933. Then, in August, came the Keeney MAGIC CLOCK. Drop in a coin, push the lever, and the hour, minute and second hands spin to a 1-2-3 stop, just like a 3-reel slot, in a game principle that worked just like the old Maley ECLIPSE clockwork trade machine of 1894 and the British BRYAN's CLOCK payout machines of a later generation. Counter payouts are made according to the three symbols pointed out by the hands. When the machine isn't being played it looks like a clock. Keeney sold wads of these things for two years as Keeney and Sons Incorporated, but then the company went bust. Keeney came back with a new firm, but the MAGIC CLOCK didn't.

Stock FLYING HEELS

Produced between 1934 and 1935

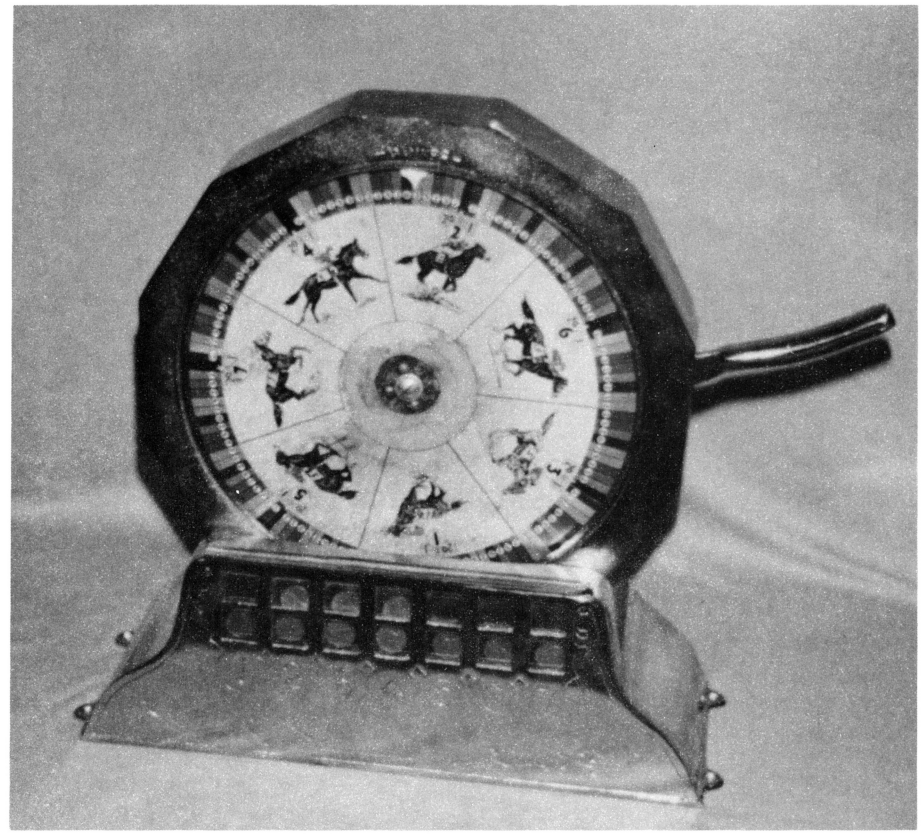
There are two ways to confirm the existence of a coin machine. First, and most common, is the discovery of such a machine, the testimony of the thing. Second, most uncommon, is to find it on paper, an old ad, photograph, catalog sheet or something. There's a third way, but it's very unreliable. That's if someone tells you about a machine. The reason that's so unreliable is that most people don't know what the hell they're talking about.

That leaves one and two to make a fact. Finding one and/or seeing a picture of one. Put them all together and you've got reality. Unless you don't believe what you find and don't accept a picture at face value.

That, my friends, is the story of FLYING HEELS. To this day, some of the people that have found the few remaining examples of these machines hardly accept the fact that they existed and, almost to a person, most everyone who has seen the catalog picture or ad for FLYING HEELS has said "That can't be!" The odd part about all this is that the more you know about antique coin machines, the less accepting you are liable to be about FLYING HEELS. That means that the collectors at the upper end of the knowledge scale are the very ones who seem to be saying "What you see ain't what you get."

It all boils down to the simple fact that those in the so-called know can't believe that any idiot in the middle 1930s could possibly make a 7-way play counter color wheel machine with a Schultze or Schall type handle (you'll have to read some of the *100 Collectible Slot Machines* books to know what that means) and hope to make a buck at it.

Logic is on their side. The idiot was a man named Harvey J. Stock, a wholesale liquor dealer in Milwaukee; the company was J.H. Stock Company, lasting less than a year as a coin machine maker in 1934 and 1935; and Harvey lost his butt on the deal. What could be more confusing than a 1¢-5¢-10¢-25¢ counter game that could be played by seven people at once and had seven jackpots, with each one having different colored horses. The late collector Elmer Cummings, who found two of these things in his day, summed it up beautifully when he said, "I don't know why anybody would want to play it as it has so many options it's hard to win at all. If just takes the money in and doesn't give much out!" With 19 color odds stops for each colored horse, that meant a mind boggling 133 stops on the wheel, meaning that any win was a long shot. A cigarette model was also produced with the same long odds. The clean shaven, wide hat brimmed, long watch chained and beer drinking tavern customers of 1934 and 1935 apparently felt the same way. FLYING HEELS was hardly a success, and that makes them as rare as all billydoo today.



Stock FLYING HEELS. Gary Sturtridge Collection.

Stephens PENNY DRAW

Produced between 1934 and 1939

Stephens PENNY DRAW. Tony Goodstone Collection.

Mystery solved! But what excitement there was on the way. The Stephens PENNY DRAW is a classic example of the adage that knowledge is power, and goes a long way toward proving that lack of knowledge can be costly.

What you're looking at is a six coin counter draw poker machine. It's clever all right. You play a coin at the far right coin slot, push the handle down, and the five reels spin, stopping on card spots. If you want to draw – you've got one chance at each card spot – you add a coin in the slot above the spot you want to replace and push the handle again. If you are so inclined, you could replace all five, meaning five more coins, but more than likely you'll only shoot for two or three, or go all out for a whole new hand for one coin only.

So the machine is obviously mechanically clever, well made, uniquely trimmed, and in a fairly rought, "hammered" cast aluminum cabinet. Other than that, it's date, origin and maker were completely unknown when the first one showed up in late 1977.

In spite of the fact that there were no markings at all on the machine, the California collector that found it said, "I think it's a Fey!" The reasons for the assumption are obvious. That rough cabinet and crude star, the cleverness of the game and the unique multi-coin play action. Also, the fact that Fey machines are literally unlisted – there's no Fey advertising or complete catalogs to refer to, and Fey made a lot of machines between 1895 and 1941 – and that "new ones" continually pop up means that it is not entirely unreasonable to find a Fey that hasn't been found before. So both the finder and a potential buyer turned to the author for identification of the machine.

In case you don't know it, that's a tough spot to be in, folks. No one knows everything, and unless there's some hard data somewhere (such as a name, date, patent number or anything on the machine, or its shape and details are already known to me through old ads, an actual machine I've already seen, or "paper") I'm just as dumb as the next guy. To make it tougher, there were a lot of small producers in the twenties, thirties, forties and fifties who never advertised at all and are really tough to pin down. So my first hunch was that it wasn't a Fey (the reels looked too neat) and it was made by an off-brand maker between 1928 and 1939 (due to the heavy cast aluminum cabinet and "modern" looking handle) with dating more likely at the upper end (because of the neatness of the reels). Then things broke fast. Another collector in Missouri had one, and I discovered that the reels on both machines were identical to those on the Sanders JOKER WILD of 1939. At first I though it might be a Sanders machine, but the rough unpainted cabinet voted against that (Sanders machines tend to be neat and colorful). I concluded it was an off-brand, non-advertising maker between 1935 and 1940 and that the machine name was FIVE CARD DRAW or something similar.

Then a major "old operator" find of paper was made. As I rifled through the old papers, ads and spec sheets, the game jumped out. It is PENNY DRAW by A.J. Stevens and Company of Kansas City, Missouri, circa 1934, and in its original has an award card in a frame holder on top of the machine behind the coin slots. Mystery solved!

Groetchen GOLD RUSH

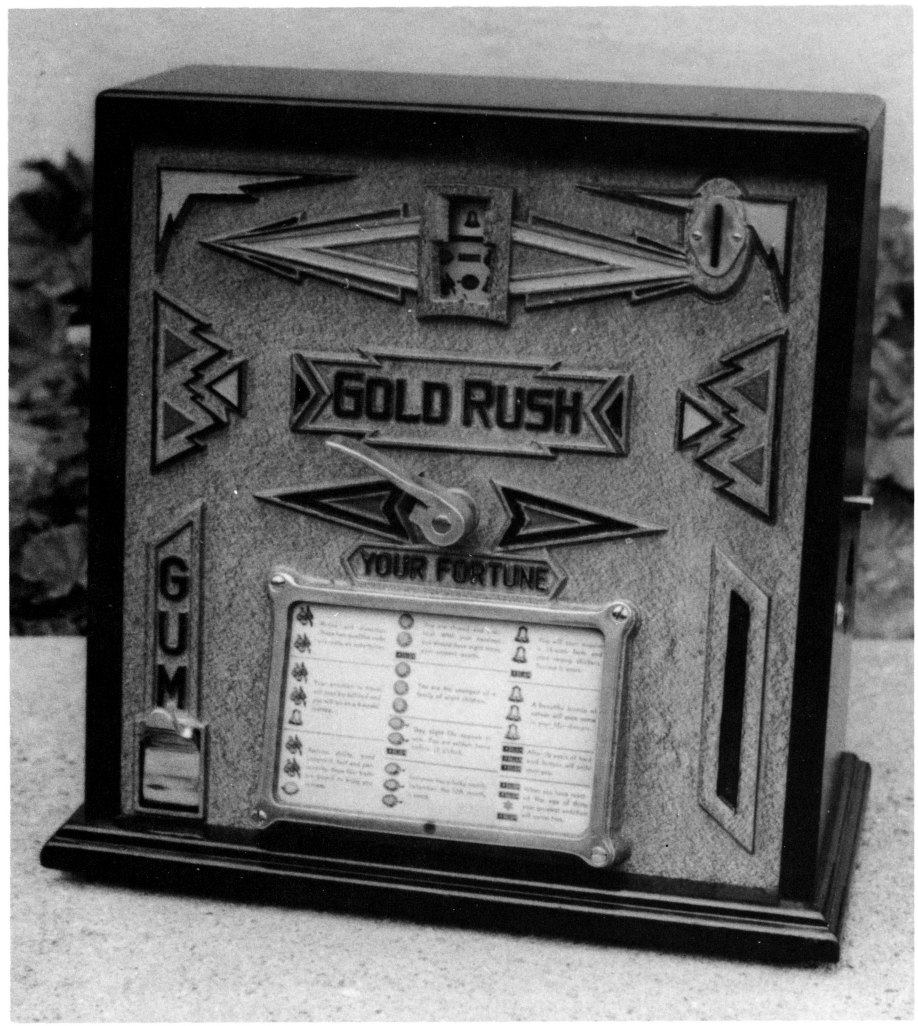
Produced between 1934 and 1935

Golly, this thing looks familiar. Those are the very words that flashed through my mind when I first saw this machine in Michigan in the summer of 1978. It was less than two weeks after I had just written the copy for the Groetchen SOLITAIRE as it appears in the first trade stimulator volume. And here I was looking at the same machine, or almost the same machine, only it had a different name.

Just when you think that everything has come to an end and all the machines that are ever going to be found have been found, a find like this comes along. An antique dealer had it, and it had just come out of the basement of an old store building in a small central Michigan town. Two other coin machine collectors had seen it in the previous two weeks and passed it, saying, "I never heard of it, and it doesn't make payout, the back is locked, and the key is missing, so no thanks." So I strolled into the shop on my annual shop-checking route and shopkeeper Ben says, "I don't have much, maybe one thing, but nobody seems interested. Are you?" One look at GOLD RUSH and a deal was struck.

Compare GOLD RUSH to the Groetchen SOLITAIRE in the first trade stimulator volume and you'll flip. They are damn near the same thing, except GOLD RUSH has gum, different Art Deco trim, three vertical rows of fruit symbols rather than a single disc of numbers, and a vertical coin slot rather than a horizontal one. After that they seem to be ditto copies of each other. Coin machine antique dealer Ira Warren of New Rochelle, New York, has a good rule. As Ira tells it: "I've seen a lot of machines in my day. I won't say I've seen them all, but I've seen enough to know that when I see a machine I've never seen before I give whoever has it their price because I figure it's got to be rare."

So, following the Ira Warren rule, I bought GOLD RUSH, figuring it might be the first and only one to show up so far. And I was damn near right. With some trading around, it ended up in the hands of California collector Bill Whelan, who got first crack at its treasures. According to Bill, "When I opened the back, a few 1930s and 1940s pennies and a buffalo nickel dropped out. There were also two extra reels for the upper display, a 1-7/16" diameter wooden spool with eight stops. Below that is a large 64 stop reel with two rows of symbols. There are also five removable tabs with two symbols each that you can take off to change the odds, just one of several ways to change the odds on this machine."



Groetchen GOLD RUSH. Bill Whelan Collection.

So far no more than 3 or 4 more fruit symbol GOLD RUSH machines have shown up, unless you have one. One of these is also called GOLD RUSH but — get this — the symbols are different!

Jennings LITTLE MERCHANT

Produced between 1934 and 1937

Jennings LITTLE MERCHANT. Bill Whelan Collection.

Just about anyone who has been collecting coin machines, or more specifically trade stimulators, for five or six years or more knows about the Jennings LITTLE MERCHANT. No big deal they said for years.

By way of background, with all sorts of cat-and-dog makers making a tidy fortune on trade stimulators and counter games in the early 1930s, some of the bigger slot machine makers — that's Mills, Caille, Jennings, Watling, Pace and Bally — decided they should cut themselves a piece of the pie. Pace was the first and the smartest. Pace was pumping out counter games, both targets and Baby Bells, before the end of the twenties. So was Caille Bros., only they never made much of an impact on the genre in the late twenties or early thirties. Watling figured it was kid stuff, and while Watling made a counter game or two or three, they never made a commitment to the field. Bally jumped in early, in the early thirties, but never became a biggie in the business.

That left Mills and Jennings. Both had made the TARGET and versions of the PURITAN BELL or PURITAN GIRL in the late twenties, and both decided to jump into the counter game game in the middle thirties with well-engineered, sturdier and ofter cleverer counter games of their own design than the ones being made by the smaller firms. One can only surmise that the games made by Groetchen, Daval, Garden City, Pierce and even Pace and Bally, were beginning to get under their skin. So Mills and Jennings jumped in, if only to fill out their already enormous lines to keep their loyal customers happy and out of the clutches of the upstart producers.

The Jennings answer was a uniquely Jennings simple and super-engineered Baby Bell mechanism that they spun out into half a dozen counter games in the middle thirties. The line leader was LITTLE MERCHANT, which came in either number (a la PURITAN) reels or cigarette (a la every other counter game format in the country) reels, and in fruit reels as THE REBATER. It was well known in its day, and in later years when collectors started reading all the old trade publications and found reams of advertising and literature. In short, the Jennings LITTLE MERCHANT became a "common machine" because everyone in the know knew about it. In the early seventies Chicago machine dealer and slot literature super-salesman Russel Riberto (the first guy most coin machine enthusiasts started with because he was the most visible back when the laws were tough) had one up for $85 and he couldn't move it. Finally someone bought it. A September 1973 ad in *The Antique Trader* also had one for $135 and another one showed up at an auction a few years later and went for peanuts.

Here's the rub. While everybody seemed to "know" the machine, hardly anyone had ever seen one. Less than a dozen are positively known to be in collections, and the LITTLE MERCHANT and its THE REBATER brother just might turn out to be some of the rarest counter games of all. You should hear Russell on the subject. He's ready to shoot himself!

Daval
WIN-A-SMOKE
Produced between 1935 and 1936

When one of the super-sophisticated, well-positioned, highly successful and better known slot machine collectors read the first volume of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* in an overnight session at an auction at Disneyland in November 1978 where the book was first introduced, he buttonholed the author the next day and said, "It's interesting, but it'll never sell because there's too much of this stuff in it."

To clarify his definition of "this stuff" as he talked, he thumbed through the book and pointed out the sameness of the BABY VENDER, DANDY VENDER, DAVAL GUM VENDOR, THE NEW DEAL, HIT ME, PILGRIM, THE CARDINAL, CENT-A-PACK and others.

Don't put all of the counter game collectors down (name supplied on request) just because you don't dig the kick of slight variations from game to game, and let me remind you (same name, still on request) that the "sameness" of a Mills, Jennings, Caille, Watling or Pace payout slot is what makes the differences from one manufacturer to any other so darn interesting to you.

Counter games have other charms. First of all, they are cheaper than the bigger slots, which means that a collector can still get started for a couple of hundred bucks and doesn't have to go to his or her spouse or friend and ask for clearance to spend a couple of thousand bucks just to have a coin machine in the house. Secondly, and I can't prove this yet, they just might be rarer than the payouts. Trade stimulators and counter games so often seem to be stepchildren to a larger slot collection, and from what I've seen, most collectors have two or three automatic payout or consoles for every smaller counter game they have on a shelf. Sure, there are counter game collectors exclusively, but their holdings can't come near the number of the large slot collections in the country. Wouldn't it be interesting if there really are far more payouts than trade machines, particularly since the trade stimulators sell or trade for one-fifth to one-tenth of the cost of the larger machines. As the years roll by, the counter game buffs just might be sitting on the most valuable collections of all.

Case in point: The Daval WIN-A-SMOKE is a "plain vanilla" machine and looks like a lot of other counter games of the middle thirties. But ... WIN-A-SMOKE is a rarity. It's funny that it should be, but it is. It's exactly the same machine as the Daval CENTASMOKE or the SPIN-A-PACK. They all have identical 24 symbol, 12 stop cigarette reels and cabinets. Only the marquees are different. And so is the return. The Daval WIN-A-SMOKE only pays one pack, max, for any and all combinations. If we can keep falsified reproduction marquees out of the mainstream of counter game collecting, the far term tally of what really does and does not exist probably will surprise us all.

Daval WIN-A-SMOKE. Bill Whelan Collection.

Mills BLACKJACK

Produced between 1935 and 1938

Mills BLACKJACK. Bill Whelan Collection.

Earlier we said that when the bigger slot makers decide to fill out their line for their customers, and thereby go into the counter game business, both Mills and Jennings came up with their own counter game lines.

You saw the Jennings approach with the LITTLE MERCHANT; now here's the Mills. And it's marvelous. Actually, it's as if the Lincoln suddenly decided to become a compact car and go for 48 mpg in order to level out the line, and in so doing produced a small car that met the specs but cost ten times as much as anything comparable on the market.

That's exactly what Mills did with the BLACKJACK. Sure, it's a counter game, and sure it's great, and sure it's small. But, Mills had to get so much money for this thing back in 1935 only a Chrysler (Big in those days!), LaSalle or Cadillac (The French inspired Lincoln hadn't made it to the market yet) owner had the guts to plunk down the cost and put this game next to a cash register. That's not to say it wasn't a success. It was, and because of two reasons. The biggest was the Mills name. If it was a Mills, it had to be good, or they could turn it back in for their money. But more important, it was a class counter game, and as tight as business was (the depression didn't really end until World War 2 came along) some people were still willing to spend top dollar to get a top return.

The Mills Novelty Company went for that trade in the first place. When BLACKJACK was introduced in 1935, the advertising clearly positioned the product in the marketplace. A splashy, introductory spread ad said, "There has been a large number of small type trade stimulators introduced during the period of the last five years. But few of these seem to have any of the long-run qualities which we have always endeavored to build into our equipment."

Mills called BLACKJACK and their other counter games a "Mills long run machine," adding, "Another long run counter machine. A product of Mills Novelty Co. Look for this tag on every machine you buy."

The Mills BLACKJACK is clever, and was widely copied, only not as lucratively. On the Mills machine it costs the player a penny for every card, the lower symbol row. The dealer has to hit if the show is less than 17, and must stand if it is 17 or better. The player can hit repeatedly, but it costs another penny for each card. When the player has a hand, the dealer button is pushed and the two hands are exposed. All that, plus a ball of gum. The basic cabinet became a Mills counter game standard. You can see its lines in the Mills COUNTER KING in *Trade 1*.

Exhibit GET-A-PACK

Produced between 1935 and 1937

It's the middle thirties and here come the 10 x 14 x 5 flat box counter games. Dice, spinner, wheels or whatever, they all looked a lot alike and played a lot alike. But, miraculously, there were all different in one way or another, if only in a small detail. One wonders what would have happened if World War 2 hadn't come along and cut off the creative flow of counter games, never really to return again in full flower. There might have been tens or hundreds more of these games in the same boxes with only the names changed. As it is, their flowering between 1934 and 1941 was effusive and confusing enough, and to this day only a true counter game devotee can tell them apart in a flash.

That's the word: Flash! These games were certainly flashy because they had an enormous expanse of billboard space that was used to full advantage. Where most counter games only had reward card and marquee space for graphics, the flat box games had 140 square inches of display space less a hole or holes for the play features and a coin window. That generally took less than a third of the total display space leaving a hundred square inches or more for multi-color printing and silk screened graphics. That alone created the diversity. All the game maker had to do was print up a new game panel with a different machine name and reward schedule and just like that there was a new game on the market.

The Chicago-based Exhibit Supply Company started the trend with its SWEET SALLY game, and followed up with reams of others. In the long run, Exhibit made more of the flat box games than anyone else, even after the firm briefly tried its luck with the automatic payout floor model console slots. Lucky for Exhibit. The counter games paid the rent while the consoles got creamed by Evans and Keeney.

One of the Popular models was the Exhibit HORSE SHOES, shown in the Trade 1 trade stimulator book. You picked a digit from one to six on a dial, spun the dice, and hoped your number came up on the single numbered die, with the other two telling win, place or show and the payout odds. GET-A-PACK is the same game (compare their pictures) only there's no selector dial and only two dies, both numbered. Get a total of 7 and you get one pack, two packs for 11. So all Exhibit had to do was not mount the selector dial, print a new color name panel and throw in two different dice, and, quick as a wink, a new game.

Exhibit GET-A-PACK. Bill Whelan Collection.

Daval CENTASMOKE

Produced between 1936 and 1939

Daval CENTASMOKE. Bill Whelan Collection.

Thumb back three pages to the Daval WIN-A-SMOKE and you'll be amazed. Here's the same machine, only now it's called CENTASMOKE, with an entirely different marquee, or nameplate, on top. That's okay; it could just as easily have been the SPIN-A-PACK as they're all alike except for their name.

Why the different names for the same machines? Marketing, that's why. All of the major Baby Bell makers – that's Daval, Groetchen, Buckley and Sanders – made a wide variety of the same games under different names. It kept their production costs down and gave them promotional machines they could sell off on a exclusive basis. In many cases they had a customer for a separate name machine, with that customer handling exclusive distribution under their own company name with the manufacturer's name blotted out, or perhaps never applied. That's called "private label" production, and gives the buyer a machine exclusively theirs in spite of the fact the game is the same. You can see it at work today. Compare a Montgomery Ward coffee maker to a Proctor-Silex, or a Sears Kenmore washer to a Whirlpool and you're looking at the same machines under private and original labels.

CENTASMOKE came out in January 1936 and in penny play only, getting away from the four coin 1¢-5¢-10¢-25¢ format so popular for many of these machines, except a last-coin-played window on the side permitted dime play in the penny chute. Daval called the game "The greatest and steadiest money-maker in coin machine history" at the time of introduction, obviously referring to the games that came before.

Speaking of great expectations, Daval said that "At each check-up you will need a large sock to carry away the huge amount of loose pennies CENTASMOKE will gather. Tremendous odds of from 1 to 10 packages of cigarettes for a penny is what gets them!" Just how much money were they talking about? Daval tells it, "A route of fifty CENTASMOKES properly placed will give you a larger income than many times as much money invested in any other kind of business." At $12.50 a machine that suggest a 1936 investment of $625 for a steady income. That would only buy about two of these machines today.

Collector Bill Whelan, who has both the WIN-A-SMOKE and the CENTASMOKE in his collection, notes that the comment in the Trade 1 trade stimulator book stating that the WIN-A-PACK and SPIN-A-PACK have 10 stop reels is incorrect. According to Bill, all of these machines have 12 stop, 24 symbol reels. Maybe so, but the original SPIN-A-PACK advertising says it has 10 stops. Also, the introductory advertising for CENTASMOKE offered it in three models: Double-Door Register Model, Coin Divider Model and the Automatic Coin Divider With Two Separate Cash Boxes Model. Look alike as they all may be, there's a lot of variety in these machines, outside and in.

National SMOKES

Produced between 1936 and 1937

There must have been an enormous exchange of ideas and actual hardware between makers that we don't know much about, and might never learn. For instance, the National SMOKES of 1936 is about the same size and has a similar slant front to a number of other counter games of the period. There just might have been a connection. But what?

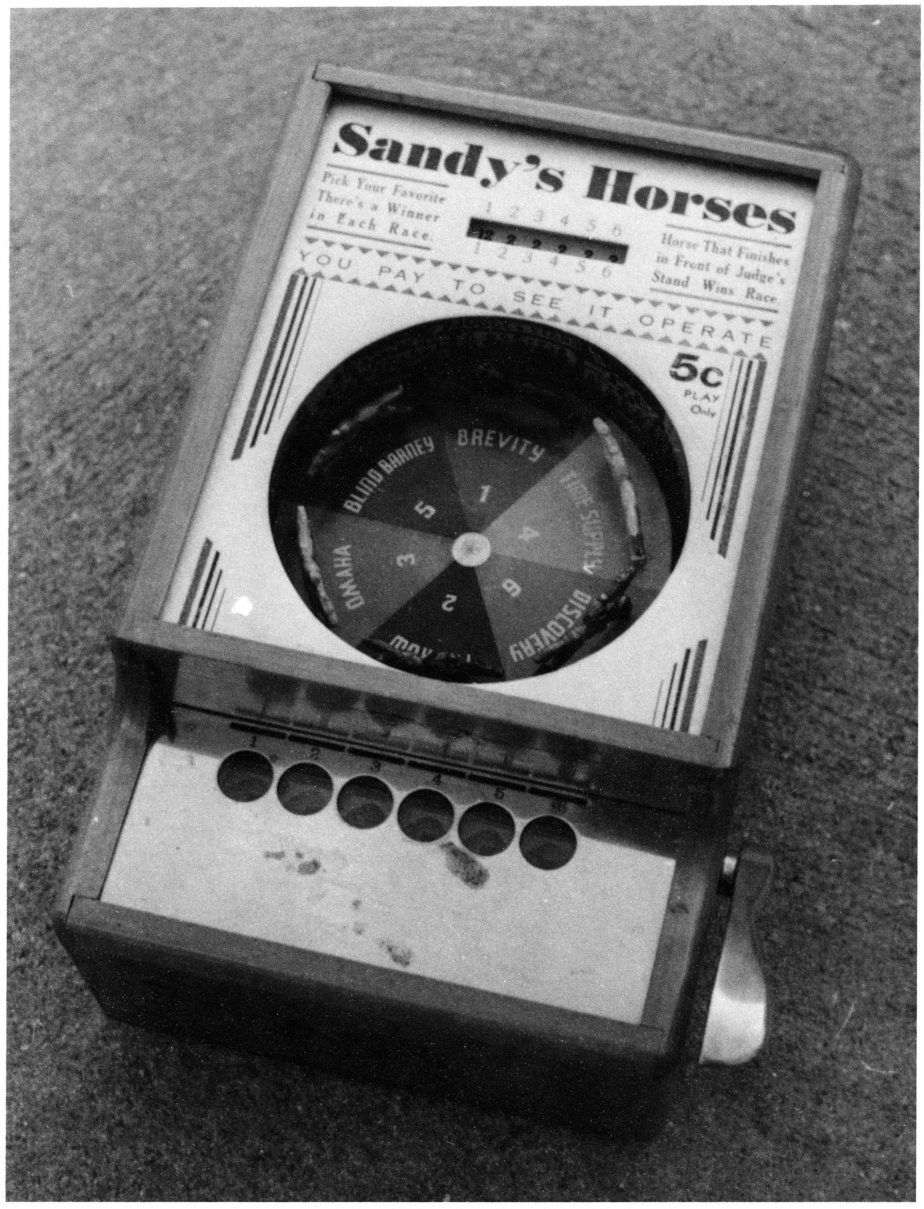
It's a thin connection at best, and really only a hunch because in all other characteristics these games are quite different (although the marquee looks Groetchen). Take the A.B.C. JOCKEY CLUB some pages back as an example. While it may superficially look like the Natonal SMOKES, there are major differences, plus the fact that the machines are separated by three years in time and a lot of geography to boot. A.B.C. was in Chicago, and the National Coin Machine Exchange was in Toledo. That's no big deal because National Coin's Charlie Jameson really got around. I know because the local newspaper publisher in Shelby, Michigan, my plumber, carpenter, the lady that runs the dry goods store, and the people who rent cottages and sell gas across the way from my cottage on Stony Lake all knew Jameson very well. Charlie, they say, knew Toledo, Detroit and Chicago like an inside pocket. So the Chicago-Toledo connection is highly possible. And the three year difference is no magic number either. Fact is, the improvements in SMOKES over JOCKEY CLUB and any number of other Chicago machines that seem to stand out would just about have taken the three years. That's the A.B.T. coin slide in place of a slot and side handle, the front locking operators cash box and the addition of a big ball gum display. It could be a case of technological transfer.

The big mitigating factor against a technological transfer isn't what your eyesight seems to suggest at all; it's what National Coin had to say about SMOKES when it came out. The first advertising in January 1936 called it "The machine you have been waiting for (every maker always said that!) with a different style mechanism, thoroughly tested and guaranteed (now that's something most makers didn't say)." The introductory press stories went further, adding that the "National Coin Machine Exchange SMOKES (is) entirely new in design and mechanism ... The firm's mechanical department has developed a method for spinning three reels ... entirely different from the ones usually used in three-reel counter games. The mechanism of SMOKES is operated with the A.B.T. coin chuts."

National SMOKES. Dick Bueschel Collection.

Maybe they meant that the addition of the A.B.T. coin slide made the mechanism different or that the coin divider feature of SMOKES made it different yet both of these ideas had been tried before by at least 2 or 3 manufacturers. The fact of the matter is that counter games evolved and the National SMOKES was at the active end of the process when it came out in 1936.

Great States
SANDY'S HORSES
Produced between 1936 and 1940



Great States SANDY'S HORSES. Carole Whelan Collection.

Kansas City? Who ever heard of coin machine makers in Kansas City? That's the joy of being a trade stimulator collector, or one of the joys anyway. You get so you know things other people don't know, and they're interesting things to know. Sometimes they come in handy, too. When the author went to testify before the Kansas State Legislature hearings on the advisability of permitting the collectibility of antique coin machines early in 1979, both the House and Senate committees had a reluctance to vote for a bill that made it possible to collect old slots that were only made in Chicago (i.e., Mills, Jennings, Watling, Pace, et al). When it was pointed out that Kansas City (albeit Missouri) had machine makers too, and that the old slots hidden away in Dodge City, as well as the few surviving locally made machines left in the state, would probably be sold out of state for safety, the attitude of the hearings changed. Kansas passed its collectibility law, and I'm just sure that the story of the Stephens MAGIC BEER BARREL in the first trade stimulator volume had a lot to do with it.

But A.J. Stephens & Company wasn't the only Kansas City, Missouri maker of coin machines. There was another one, and even a third, fourth and fifth. Abe E. Sandhaus, a former operator who saw the fantastic potential in coin machines once prohibition was repealed and people would buy beer in taverns again, set up his Great States Manufacturing Company in Kansas City in 1931 and proceeded to give it a hell of a run until just before World War 2. Sandhaus ran Great States until the end of 1936, and then changed the name of his company to the Star Sales Company, and then to the Star Manufacturing and Sales Company. Finally, by 1940, he had settled back to an outfit called the National Sales and Distributing Company whereby he handled the machines of other makers and ran enough counter game and vending machine routes to pay for an even better than comfortable standard of living.

On the way from here to there, Sandhaus made a rack of clever and successful trade stimulators and counter games that rivalled anything made by Groetchen, Daval, A.B.T. or anyone else in Chicago or elsewhere. SANDY'S HORSES is a classic example. Produced in competition with the race games made by others, and specifically the A.B.T. HALF MILE and the Daval DERBY, the Great States SANDY'S HORSES is a prettier, better made game. It was named after Sandhaus – "Sandy" was his nickname – and offers six-coin play. Play a coin or coins on your favorite horses or colors, push the handle and watch 'em spin. The example in the photograph is serial number 656, dated June 24, 1936.

Garden City TURF

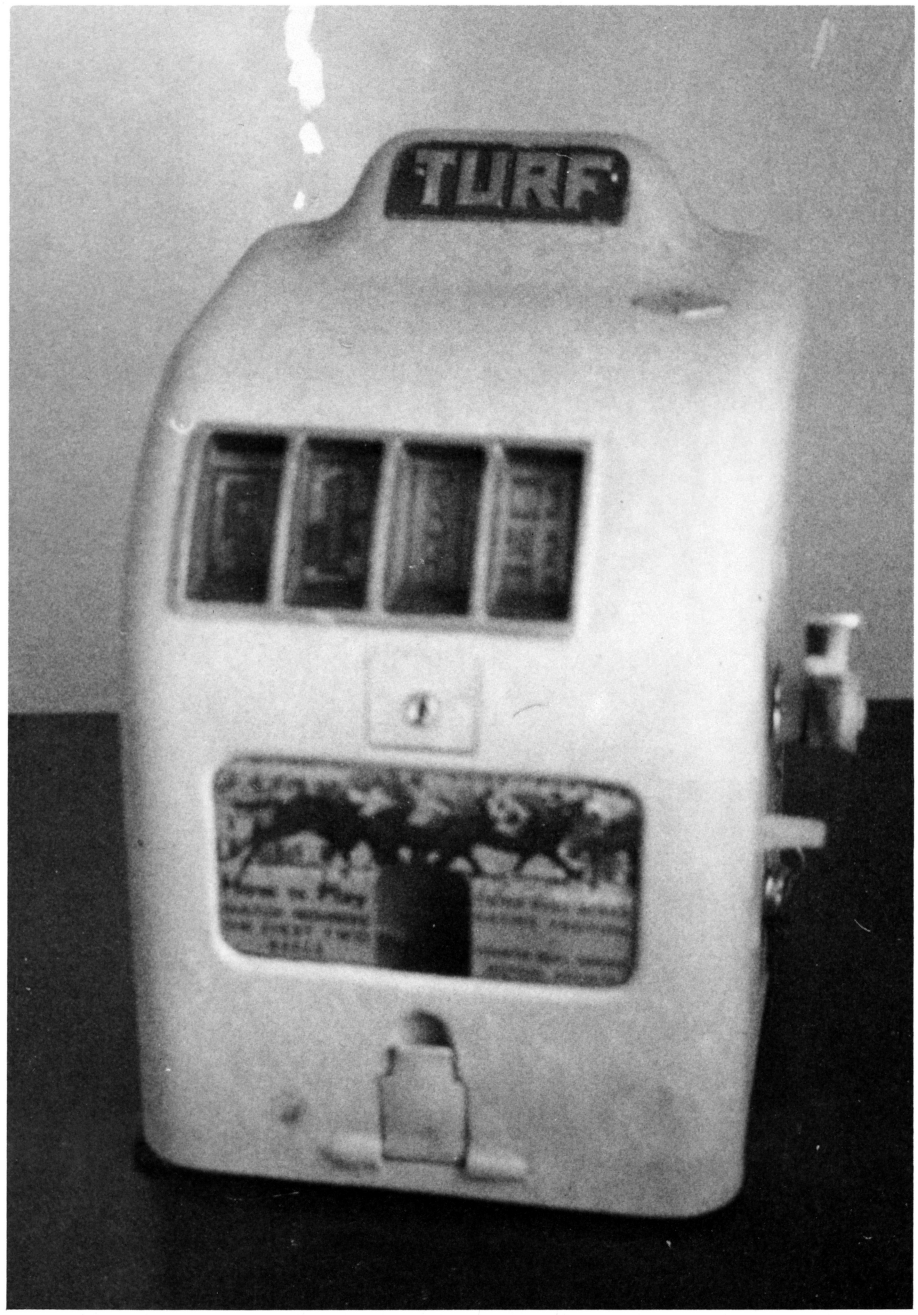
Produced between 1936 and 1940

Make one good machine and you've got the potential to make a bunch more. They all did it! Once the cabinet molds were set and the reel mechanisms worked out, it didn't take much to change the cabinet detail, the reel windows or even the number of reels. The basic cabinet format became the generic, and everything else was hung on it or in it, from a rivet-on cast nameplate to the reels and award graphics.

Compare the Garden City TURF on this page to the Garden City BAR BOY in the first volume of *Illustrated Guide to 100 Collectible Trade Stimulators* and you'll get the picture instantly. Both have four reels, but the TURF reel windows are a lot bigger. What has happened is that the basic Garden City cabinet has been altered to extend the TURF reel windows into the area used for the "How to Play" instruction of the BAR BOY. Both machines have the same front lock, gum-ball window and dispenser. But where BAR BOY has bartended graphics, TURF carries its instructions and horse race graphics in the lower panel.

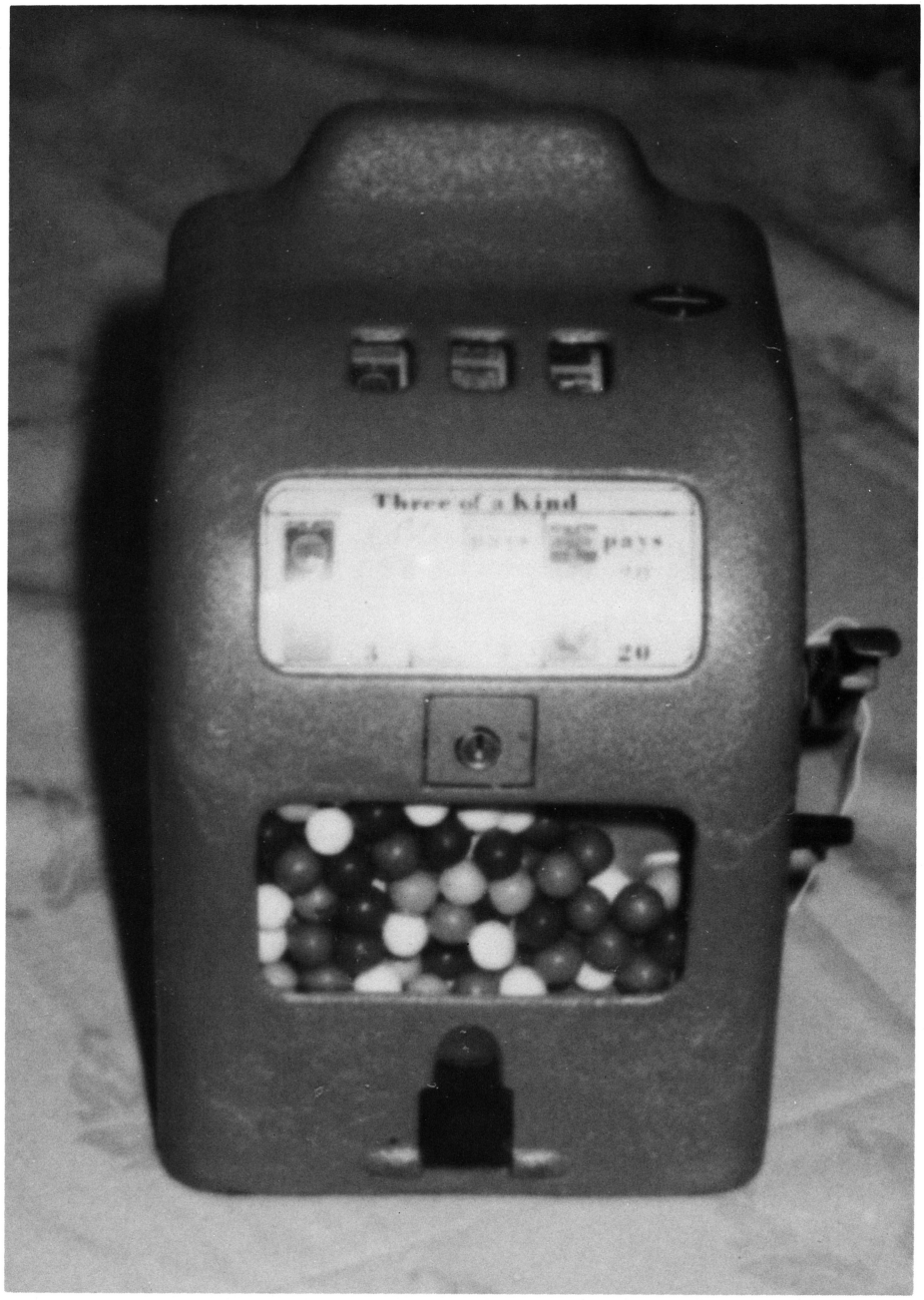
TURF is clever. The first two reels have numbers. Match them up, for instance a 1 and a 1, or a 5 and a 5, and you're winning. But you don't know how much yet. Then the third reel snaps to a stop and indicates the odds for win, place or show. At that point you know what you'll win if you get any of the three. It's the fourth reel that wraps it up. It snaps to a stop to indicate win, place or show, with whatever comes up being paid off over the counter by the merchant. So even if you match the numbers on the first two reels you can win big or scrimp out with a dinky payoff. Naturally that fourth reel is loaded with "Show" symbols, and almost as many "Place" settings. Getting "Win" on the fourth reel, or big "Win" odds on the third, are tough.

This machine isn't rare, but it isn't common, either. The ones that show up have come out of the woodwork all over the country, so the spread is national. For example, TURF machines have shown up in Texas, Saratoga, New York, Chicago, Wisconsin, in Colorado and a lot of other places. Up until recently, the Garden City "smooth cabinet" machines have been regarded as slightly trashy, but their operation ease and neat characteristics have started to boost the standing of these machines. They are a class apart when compared to the other multi-reel counter games as they have a distinctive look all their own. Mechanically they are great. Garden City called each of these machines "A Long-Life machine built for Long-Life service and profits." They couldn't possibly have known how long the life would actually be. Over fifty years have gone by since these games were made, and a lot of them are still going strong, if not in stores, at least for collectors.



Garden City TURF. Dick Ferrigan Collection.

Garden City
GEM THREE OF A KIND
Produced between 1936 and 1940



Garden City GEM THREE OF A KIND. Roy Arrington Auction, 1979.

Here it is again, the basic Garden City cabinet in another game. This time it's the generic cabinet with which the games all started, with an enormous visible gumball reservoir behind the large window or cut-out panel used on other models for instructions and below the small gumball loading door with its lock.

THREE OF A KIND is the later model of the original Garden City GEM, the first of the "smooth cabinet" line. While similar in outside cabinets, these games substituted pushpin riveted nameplates so the same cabinets could be used for all sorts of things. On the original GEM three of the same cigarette symbols would lead to a payout of 1, 2, 5, or 10 packs, depending on the brand shown on the reels. The GEM THREE OF A KIND boosts that payout a great deal with payout of from 3 to 20 packs. The difference is the coinage. GEM plays for a penny while the GEM THREE OF A KIND plays for a nickel. Prorated the original GEM paid off better, for at 15¢ a pack (imagine that!) you could get $1.50 in value for penny play at the top end on the GEM and $3.00 in value for a nickel at the top end of the GEM THREE OF A KIND. In simpler terms, that's 150 times the return on the GEM and only 60 times the return on the GEM THREE OF A KIND.

There's another form of return that interests trade stimulator collectors; that's the value of their machines. There's enough data on the sell and buy prices of the GEM and GEM THREE OF A KIND machines over the past dozen years to show you just what has happened to trade machines. When it came out in 1936, the GEM sold for $12.95. The first antique offering that I'm aware of was an ad in *The Antique Trader* in January 1968 when a Long Island dealer was offering a GEM for $45. By 1971 Russell Riberto of Chicago was selling one for $75. They were being knocked off at auctions for about $125, and by the end of 1977 one California antique shop had one up to $150, only it didn't sell. By the end of 1978, the same machine in the same shop was listed at $300, and every collector who saw it passed it by because it was "too high." A more reasonable and realistic price was carried in an ad by an antique dealer in Pittsburgh in *The Antique Trader* in May 1979 with the price quoted at $225. It sold at that price.

As of late 1979, pricing authority Larry Lubliner puts these Garden City machines at $175 at the upper end, the same as they were a year or so earlier. When asked why, Larry said, "This constant up and up pricing of counter games has just gotten out of hand, and if you follow the auctions you'll see it just isn't realistic. Maybe they'll increase in value later, but for now I'd like to show these things where they really belong, and that's $175 retail for a mint or restored condition model right now, and a lot less if there's anything wrong with it. And that's retail; wholesale is one-third less or even half of retail." By 1991, with the new pricing, their value had more than doubled.

A.B.T. PROSIT

Produced between 1936 and 1938

Prosit! The music of that marvelous word rang throughout the land for the first time in a generation when "Repeal" was finally law and prohibition was over. That was in 1933, and within a few years the friendly neighborhood tavern had proliferated to the point that it outnumbered food stores, dry cleaners, chop suey joints and drugstores by megabunches. Every tavern had its "regulars" and every block zoned for business had its tavern or two, except in those towns that still stayed dry.

What a market! What a bash! Sure, you could buy beer by the bottle (the beer can and the six-pack were yet to be invented) but it was at the local tavern that the brew really flowed. So did the pennies, nickels, dimes and quarters. It was on these four American coins that fortunes were built, operators got rich, and trade stimulator makers depended. The old cigar machines played on a penny or a nickel, but it wasn't until the trade stimulator came along, and repeal was in the wind, that the four-way-play machines came into vogue. The same slot, modified gooseneck or coin slide was big enough to handle any one of the four coins (the dime being the smallest, the quarter the largest) and as far as the machine knew, there was no difference. The difference came at payoff time, in case a winner was hit, because the nickel generally paid five times the penny, the dime ten times the penny and the quarter twenty-five times the return value of a penny. The mechanism for accomplishing this was the viewing window. Ostensibly placed on the top, front or side of the machine to prevent slugging (i.e., the merchant can see what is being played, be it slug or coin, and provided he or she looks) the window really revealed the rate of pay.

The viewing window is one of the most noticeable features of the A.B.T. flat box counter game PROSIT; you can see it just ahead of the coin slide. For all of its beer-related graphics, PROSIT is pretty standard stuff. Three discs with an array of five different kinds of beer glasses, steins, pilsener glasses, etc. There were three payouts of one beer, one of three beers and one of four beers. But you've got to remember, beer was cheap back in '36, and when it came out of a bung as draft beer, it was cheaper than sin at wholesale. So PROSIT fought the trend and didn't play as a four-way-play machine like the others. As A.B.T. put it in their promotional literature, "You put money in the bank when you put PROSIT on the bar. Made especially for taverns, it directs a stream of nickels into your till." At five cents a play even a four beer winner paid off even-steven for the tavern owner figuring the cost of the beer at wholesale. Anything less, such as a one or three beer winner, or a loser – as most plays were – was practically pure profit. So here's a toast to PROSIT, a game that really creamed the customers.

A.B.T. PROSIT. Bill Whelan Collection.

Groetchen ROYAL FLUSH

Produced between 1937 and 1942

Groetchen ROYAL FLUSH. Tom Gustwiller Collection.

Back in the Gay Nineties and into the early 1900s trade stimulators tended to be fairly big. Then in the late twenties and early thirties, with the introduction of the all-aluminum cabinet Baby Bell and Puritan-type three-reel counter games, they got small. But as the thirties inched along past their middle and greater sophistication entered the realm of the non-automatic payout counter game they started getting bigger again. More features required more machinery, and the merchants were willing to pay more for a more imposing machine.

Groetchen was really the first to oblige. The former tool-making firm got patents on proprietary play features and upgraded old game ideas to modern guise. In that, Groetchen ROYAL FLUSH was a trendsetter. The upgrading really started with the Groetchen 21 VENDER with its patented windows and hold-and-draw feature. By the time the ROYAL FLUSH came along, the innovative enhancement had included a marvelous double-row of card symbols covered and subsequently uncovered by one-two- shutters on each reel window. Groetchen called their new machine the "King of Counter Games" because it played a "Selective Draw Poker Game."

Here's how it works: The machine has five reels split in half to make them look like ten and takes any one of four coins, penny, nickel, dime or quarter. You play, push down the handle, and the reels spin to a stop. According to Groetchen, at this stage the machine had a "new shuffling – cutting dealing action, giving a perfect motion picture effect." Once you saw your hand, you could hold or draw one or as many cards as you wanted. Groetchen says, "5 shutters, (with one or up to five) released by player after first deal (giving the player the) option to discard unwanted cards and draw new cards or a whole new hand from a second set of reels." What happens is that you push the hold buttons under each reel to keep what you want, and push the handle down again. With that – snap! – the first set of unwanted cards are covered by shutters and the second set of symbols (actually, the so-called draw is really the symbol shared by the one that came up, now exposed by the moving shutters to become visible) fill the bottom windows.

So, for one coin, you get a deal and an additional draw, or apparently two full deals. The idea of doubling up the symbols on the reels for the same show was so unique Groetchen played it to the hilt. They said "Nothing can compare with the new 'Motion Picture' reel action of the ROYAL FLUSH. You must see it ... to appreciate this ingenious development." And revealing, too. If you memorized the dual symbols you could learn how to consistently beat the game.

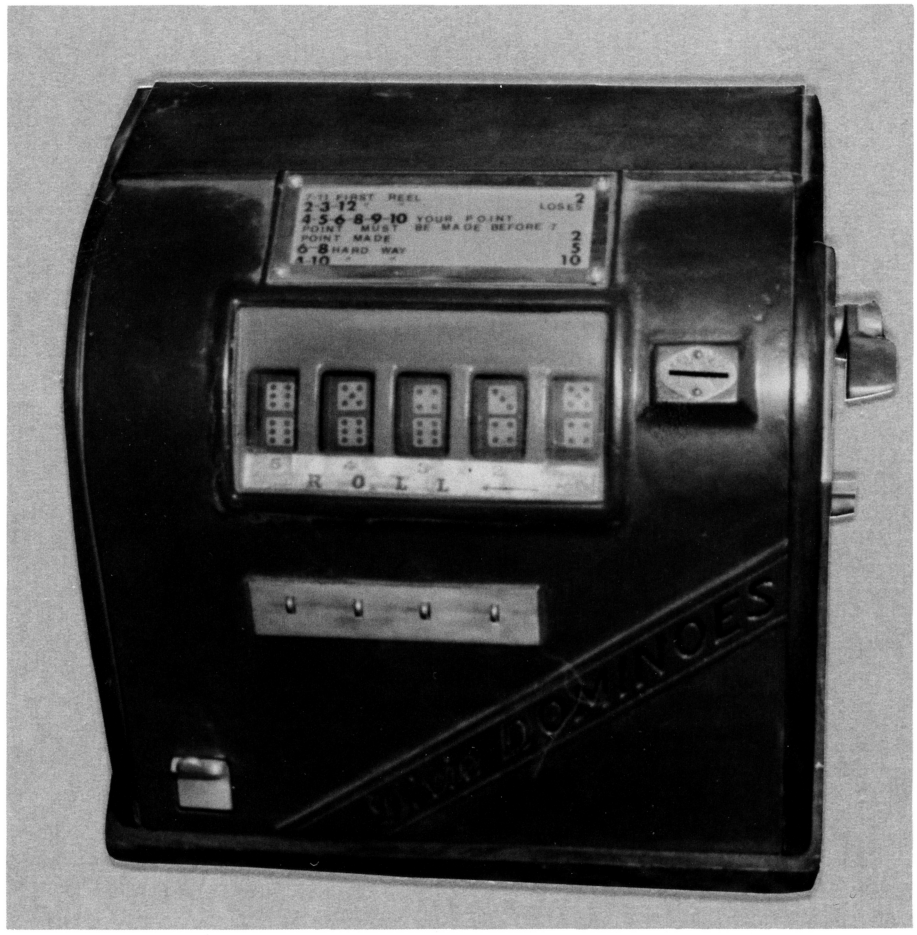
Groetchen
DIXIE DOMINOES
Produced between 1937 and 1939

Clever games these counter games. Clever, too, are the many variations possible in a single cabinet and the pull-out uses of a basic mechanism. The Groetchen DIXIE DOMINOES looks so much like the Groetchen ROYAL FLUSH you'd almost swear they were the same games.

Not by a long shot! It may be the same basic cabinet, and the reels still number five, but from there on out you're talking a different game altogether. A closer look shows the differences rather quickly. The five reel windows are smaller, so no double symbols under shutters. The game is obviously simpler because the directions and reward card area are a lot smaller. Lastly, those aren't playing card spots in the reel windows; they're pictures of dice.

The game here isn't dominoes at all; it's dice. In fact, DIXIE DOMINOES isn't some rare and exotic dice game, and it has nothing to do with dominoes. "Dixie," or "Southern" dominoes, my friends, are the grand old game of craps. That marvelous volume in The Old West series by Time-Life books called "The Gamblers" captures the essence of the game. Quoting for this mini-review, page 77 has a great old photograph and says, "Throughout the riverboat era, off-duty deck hands could be found crouched on the main deck among the freight and furnaces. Here these roustabouts rolled 'the bones' in this fast-paced game the blacks had developed from a European dice game, hazard." So that was the birth of craps, played incessantly by the freighting crews as the sternwheelers plied their way up and down the mighty Mississippi. While the boats plied, the players pried the money out of the pockets of their fellows. As the game moved north, it picked up its DIXIE DOMINOE nickname, somehow suggesting that the honorable name of craps wasn't suitable for tender northern ears.

The Groetchen DIXIE DOMINOES has play features as clever as the ROYAL FLUSH, only different. Play a penny and push the handle and five reels spin. Only the first is visible; the other four are shuttered. Reel 1 shows two dice symbols. If they total 7 or 11, you win a counter payout and the game's over. Add up to 2, 3 or 12 and you crap out and the game's over. But get 4, 5, 6, 8, 9, or 10 and you've got a point to make. So you release one shutter at a time, left to right, until you either crap out with a 7 or make your point. If you make it, the payout in trade is 2 to 4, or up to 10, depending on how many reels it took to make it . You've got four "rolls" to wrap it up, but there are so many 7 symbols on the latter reels you're lucky to last it past a roll or two.



Groetchen DIXIE DOMINOES. Bill Whelan Collection.

Another variation of the game has letters on the reels that spell four-letter words, with an odds number on the fifth reel. It was called DIXIE SPELLING BEE. These machines aren't rare, but they also aren't very well known.

Bally
LITE-A-PAX
Produced between 1937 and 1939

Bally LITE-A-PAX. Rich Penn Collection.

When trade stimulator collector Rich Penn was making one of his periodic trashing trips in eastern Iowa some years back, he ran across a pinball deal that was a bit rich for his blood. So Rich played poor and said he wouldn't pop for the package unless the offer included a somewhat beat-up pinball backglass in a counter cabinet that was sitting on a shelf. The guy said okay, and Rich walked out poorer but proud. Also puzzled.

As Rich tells it, "I didn't know what I had, but it looked kind of cute, and had Lucky Strike green packages on the top row of symbols, so I guessed it was older than it looked and I liked it." So Rich took it home, plugged it in, and tripped out. Slide in a penny, nickel dime, or quarter and lights start flickering on and off all over the place until they stop, one lighted cigarette panel in each of four vertical rows. Rich again, "Some of the bulbs were burned out, but this thing was bizarre. It wasn't a slot machine or counter game at all. What it is is the display features of a pinball game taken out of the pinball game, so all you've got is flash and not the game."

The author went trotting over to see the thing right after Rich got it, and a flickering fantasy of electric excitement followed. There aren't many electric counter games, and the ones that are electric generally light one static bulb or shake the dice, but that's it. The Bally LITE-A-PAX goes far, far beyond that. For all the world it has the look of a late 1950s or early 1960 electronic upright machine, except it's countertop. The dead giveaway to dating is that terrific row of Lucky Strike green packages right at the top. Right off the bat that says pre-WWII and prior to 1942.

With that much going for the machine it wasn't tough to track it down. Just read Bally ads in the trade publications starting 1941 and going backwards. It flashed in both *The Billboard* and in *Automatic Age* in 1937, but not long after, or before. So it was a short life machine, probably stretching a year or two, but barely more. The ads called it "Bally's newest counter game hit!" There was another kicker for the ads added "Cigarette packages in full colors (and full-size, too. They didn't mention that) illuminated by flashing lights creates sensational eye appeal. Replacement fronts for various different game at slight extra charge insure perpetual profits with amazingly low investment." A horse race theme version was also built called PONIES.

Other fronts and other games? Fantastic! But where are they? This is a rare machine, and only a few of the cigarette models are known. To my knowledge none of the other replacement front games exist. One can imagine fruit symbols, or cards, maybe colors. We have no idea if these variations exist. But maybe they do and you've got one. Whatever, if you ever see one of these "boxed backglasses," grab it!

Jennings PENNY CLUB

Produced between 1938 and 1940

Here's a heavyweight machine with a lot of guts and a lot of parts and an automatic token payout. That's a metered token payout from payout slides with one to four tokens spit out depending on the win. It's Jennings, it's big time, and it acts like a slot.

The machine should look familiar. It started life as the Jennings GRAND-STAND, and its story is covered in the first volume of *Illustrated Guide to 100 Collectible Trade Stimulators*. At a nickel a play, its play was limited, so the PENNY CLUB resulted.

By far the most outstanding characteristic of the game is its great reward card, only it doesn't look like one. It's a simulated Lucky Strike green package that doesn't say Lucky Strike, but suggests this leading brand of its day. Cigarettes had just jumped from 11¢ to 15¢ a pack around this time, so the chance to win a pack (per token) or up to four packs for a penny (at the low end that's 15:1 and 60:1 at the high end) was quite an incentive.

Jennings promoted these hefty counter games as being as "rugged as a battleship." In a direct stab at the counter cigarette games of the day, Jennings said that these machines were "not flimsy three-week" machines, "but a good solid, substantial machine that you can count on, day after day, month after month." By the time the PENNY CLUB hit the market, there had been enough experience with the games to claim that they had "long been recognized as the only precision built counter machines equipped with automatic payout," adding "operators can always check the amount of merchandise paid out. Has newly perfected one piece coin chute that's positive and jam proof."

It's that coin chute (first a single hole and later seen as a bulky structure at the top) that separates the Jennings GRAND-STAND and the PENNY CLUB from the original machine in this series. The first to be made was a 1936 model called CLUB VENDER, the beginning of the line. It introduced the check payout system with two payout tubes that hold 94 checks each, or a total of 186 payout tokens. At a penny a play, the CLUB VENDER theoretically had enough payout tokens to handle $40 in play, or four thousand pulls of the handle.

These machines tend to be modestly rare and highly desirable. GRAND-STAND is the most common, followed by PENNY CLUB. The CLUB VENDER is the rarest.

Jennings PENNY CLUB. Charles Deibel Collection.

Daval
BELL SLIDE
Produced between 1938 and 1939

Daval BELL SLIDE. Bill Whelan Collection.

Lots of color. Big. Fruit symbols, on five reels no less. A reward card showing fruit symbols and payouts of from 2 to 40, with the big winner five lemons – that's got to be a first – all make the Daval BELL SLIDE a unique game.

If you've read the first volume of these trade stimulator price guide and history books, you'll know that the counter games of the late 1930s broke away from their cigar and candy award past and either got closer to their bigger automatic payout slot brothers in size, return or even token vending, or got a lot smaller as miniaturized counter games you could hide under the counter in an instant. The Daval BELL SLIDE is one of the former and got about as close as you can get to being a Bell machine without the automatic payouts. One model even had a jackpot.

BELL SLIDE was meant to be a pseudo-feature Bell. An old press release by Daval in January 1938 tips it. Quoting Al Douglis, the president of Daval (and the "Al" part of the Daval name. The "Dav" part was named after business partner Dave Helfenbein.) "The Cherry-Bell symbols have become a tradition to players in every part of the world. But the shutter-and-button selection feature which was introduced by Daval a few years ago caught on so rapidly that it supplemented the Cherry-Bell appeal. Daval engineers quicly saw the possible results from a combination of the Cherry-Bell and shutter-and-button selection. This Bell slide was visualized, perfected and housed in a Puritan Bell game for the first time."

If you've ever worked in an engineering office, you'll know that this is all baloney. Draftsmen draw what they're told to draw, and people on the board don't spend a lot of time visualizing. That generally comes out of sales. But if you think all that was bull, hang on. It gets even deeper.

Continuing to quote Al Douglis, "It affords one a lot of pleasure to watch players deliberately set out to play BELL SLIDE for a definite period of time. They don't think much of winning or losing. Rather, they want to thrill to the excitement provoked by the game. It's real fun to try again and again to attempt the selection of the proper buttons which, when pressed, will open corresponding shutters and reveal a winning combination. Actually, there are five reels, one of which is alway exposed to view. The player selects two of four buttons. If he loses, he sees immediately how a winner might have been made had he picked the right buttons. As added inducements are odds as high as 40 to 1 and something quite novel in dazzling modernistic cabinet design."

Aw, come on, Douglis. Do you expect us to believe all that malarkey? People didn't; the game never became popular.

Daval JOKER

Produced between 1938 and 1940

What's in a name? A lot of things when it comes to counter games, and, mostly other games. If that sounds like a Zen riddle, here's the meaning of it all. 21. PERFECTION. DRAW POKER. IMP. JOKER.

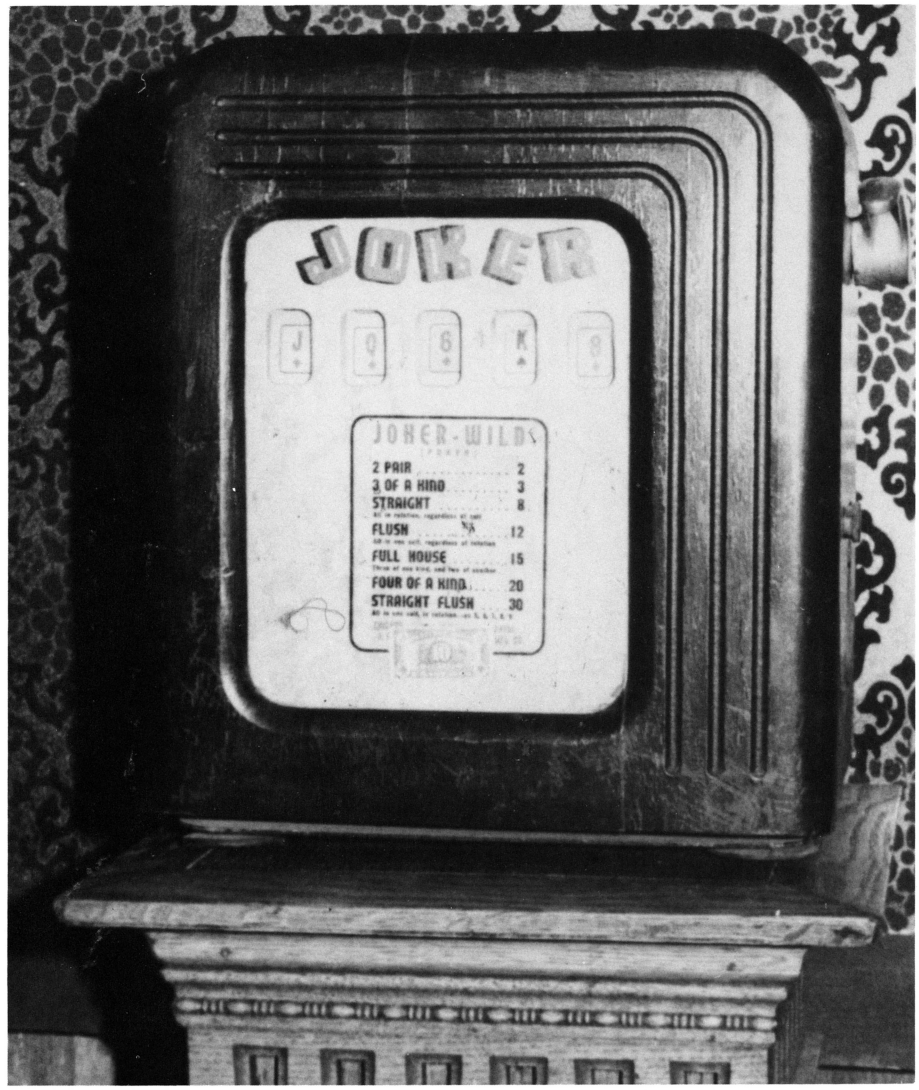
These are the machine names that mean too much or too many. If any collector tells you they've got a 21 or a PERFECTION, a DRAW POKER or an IMP or even a JOKER, about all you can do is say, "That's nice" and wonder what they've really got. These were the big trade stimulator and counter game names that repeated and repeated over the years, each being applied to anywhere from a trio to a dozen or more machines that had no relation to each other other than the same name. So, if someone tells you they've got a JOKER, you're lost, but if they say a Daval JOKER, you're found. Maybe.

Here's the maybe part. Incredibly, Daval made two JOKER machines around the same time. One was the JOKER (that's this machine) and the second was the JOKER GUM VENDOR (that's the next machine) which was entirely different. This piece of information makes you just this side of an "expert" in late 1930s counter games as this is one of the most confusing points in the whole coin machine collectible field. So flaunt it, and watch others accord you – in the words of comic Rodney Dangerfield – respek.

The first Daval JOKER has a super modern cabinet, or what passed for one back in '38. It's made of wood and is severely plain. The idea, it seems, was to make it look like something it wasn't in order to subvert the searching eye of the heat. The Daval promos tell the story when they state "Actually looks like a beautiful radio on the counter," which they called their "greatest come-on." That assumes that players were different from officers of the law, with players spotting a JOKER as a counter game from ten yards away while the uniformed defender of public morals couldn't see one when he was staring right at it.

The radio-style carved cabinet wasn't unique to JOKER; the Daval TRACK REELS and a few other games used these unique "Woodie" cases. Even the paper from the front under glass is misleading. It says JOKER-WILD on the reward card below the big JOKER name at the top and the five poker reels in the middle, so some collectors call this the JOKER WILD.

For some reason Daval JOKER machines aren't near the top of the desireability list, yet they are quite unique. They buy and bid cheap and get traded a lot. Often their wooden cabinets are trashed and restoration is hardly worth the effort at present values. To my mind, the machine is a sleeper as there aren't that many around.



Daval JOKER. Gene Foster Collection.

Daval
JOKER GUM VENDOR
Produced between 1938 and 1941

Daval JOKER GUM VENDOR . Bill Whelan Collection.

If you thought the dual names of the Daval JOKER, also called JOKER WILD, were confusing here comes a machine that out-confuses the already confused. The cabinet is vintage Daval, "hump back" or "round top" and all, with a name that makes it sound like something else. Actually we should say names, not just name.

To recap: The name JOKER is cast in the aluminum at the top. That's okay as far as it goes, but it's not enough to identify the machine. The name continues below the five poker reels, adding GUM VENDOR. So JOKER GUM VENDOR is the full machine name and appears as such on the top line of the reward card. But then Daval further confuses the issue by adding a printed line below that saying "Joker Wild Poker," and the token card on the reels is identified as "Joker Wild." Geez! That's enough to make any buff do some head scratching.

The Daval JOKER GUM VENDOR – once you know what it is – is an imposing game. It has one of the greatest Daval "hump back" cabinets ever made with lots of detail in the castings. Catch those poker suit spots at the bottom right, the casting detail around the reward card, and that great name on top. More color is added by the reward card, with this and may other examples carrying a cancelled Federal Revenue stamp because of the playing card features of the game.

Other nuts-and-bolts features are characteristic of the Daval line of the day. The original buyer could get the Daval JOKER GUM VENDOR in single coin play (either 1¢ or 5¢) or in multiple coin play to work on a penny, nickel, dime or quarter. The "gum vendor" part of the machine name has its own value for Daval promoted its "hump back" cabinet for the JOKER GUM VENDOR as "a sanitary gum vendor model." They also saw the cabinet for what it is and promoted the "aluminum cabinet of lasting beauty" for the machine. The topper, or the bottomer depending on how you see it, is the fact that the Daval JOKER GUM VENDOR is also mounted on a swivel or "turntable" base so the merchant can swing it around on the counter to confirm any win before a trade payout.

The Daval JOKER GUM VENDOR has another characteristic that is associated with poker, as do most counter games. If you're playing poker with someone who has a hand that beats the pants off everyone else in the game, but doesn't call it that way, or calls a pair when a full house is showing, it's their tough luck. When you call it as you see it, you might not be seeing all there is to see. So if you're playing the JOKER GUM VENDOR and miss seeing a winner, it's your tough luck. No call, no pay.

Withey
SEVEN GRAND
Produced between 1938 and 1941

If there was any glaring omission in the first volume trade stimulator book it was the lack of reference to the large countertop circular dice games made by B.A. Withey Company, Inc. up on the north side of Chicago. Bert Withey was an old hand in the business and made and sold punch boards for years after the First World War. By 1928 Withey was making an attractive countertop aluminum punch board with a replaceable board and had a long line of other boards that sold like hotcakes across the country. When the thirties came along, old Bert decided he ought to cash in on the rage for coin operated counter games, so he went back and studied some of the early and ancient patents in the art, cribbed them his way, and came out with an updated idea of a bunch of old dice games one at a time until he had a whole line of the machines.

The Withey dicers are big, well made, and highly utilitarian. More than anything they are old tavern or cigar store pieces because they are too big to have been placed at the cashier's counter in a drugstore, ice cream parlor or restaurant. The first of the bunch was a dicer called KING SIX, followed by KING SIX, JR. (slightly smaller) and then by SEVEN GRAND and some others. B.A. Withey didn't advertise much, but when they did they always said, "Manufactured for operators only by B.A. Withey," dropping reference to "Company, Inc." out of the former firm name.

Most of the Withey machines are basically much the same, the difference being in size and the type or number of dice used. The Withey SEVEN GRAND, for instance, was two games in one. Two sets of dice came with the machine. The normal spot dice were used for "free play" play, meaning the player got so many "free plays" for a winner. Don't you believe it, for the "free plays" were a euphemism for "pays." Toss, or spin out, seven of the same spots with the dice and you got "100 Free Plays," meaning the merchant gave you 100 times what you played in cash or credit. With a four-way coin slot, that meant you'd win a dollar on penny play, five dollars on a nickel, ten dollars on a dime, or twenty-five bucks on a single throw of the dice if you played a quarter. The last-coin-played window confirmed the coinage.

The second set of dice had cigarette symbols. At nickel play you'd win twenty packs of your choice when seven of the same kind came up, and lesser awards for lower numbers of the same brand. It's not a sophisticated game and likewise it's not complicated. These machines are great, look great, and play easy, but because of their fine wood veneer cabinets, they often cry out for restoration.

Withey SEVEN GRAND. Bill Whelan Collection.

Keeney
SPINNER WINNER
Produced between 1939 and 1941

Keeney SPINNER WINNER. Photography by Bill Whelan.

Few counter games of the late thirties are as imposing as the Keeney SPINNER WINNER. This is a big, flat, countertop, multiple-coin play counter game that looks almost like an automatic payout console. And that's just the way it was promoted. Keeney called it a "Console-Action Counter game" and described it as follows: "Spinner Winner, our 8-coin console action counter-game, is sure bringing in console earnings on counter game locations. It takes pennies, nickels, dimes and quarters without any slugs as last coin played is visible."

That's a lot of hardware for a counter game, yet Keeney carried the console comparison even further. SPINNER WINNER is electric, not for the play principles, but for light-up flash. The game came in a selection of light up tops, showing dice, numbers or cigarette packs. Whatever the top glass, the lights spun, coming to rest on a winner. That's the trick. Every stop was a winner, provided you played the hole. With eight ways to go that made it tricky, with the picking and the playing a decision-making process of monumental significance.

The dice top and number top SPINNER WINNER models seem to have survived in the best numbers, but these numbers are small. The dice version is shown in the photograph. The playing arm is at the lower right, gum vender at front left, and the eight coin slots at the top. The coin chutes are marked out in cast aluminum to match the top glass, in this case showing dice "throws" to match the dice symbols illuminated by the inside spinner. The maker is J.H. Keeney and Company, Not Inc., from the south side of Chicago, an outgrowth of the earlier Keeney and Sons, Incorporated, makers of the Keeney MAGIC CLOCK of some pages back. While Keeney made some counter games, they were never really big in the field. Their major business was in Consoles and Console Bell machines, a field in which they were major pioneers. SPINNER WINNER was an outgrowth of this bigger machine technology and you get the impression it was produced to keep the Keeney glass shop busy between consoles.

The pricing of these machines might interest you. When it came out in January 1939, it sold for $39.50, a heck of a belt for a counter game when most were selling for $25 or less and you could get a Baby Bell or something similar for less than $10. Even used, the machine went for $24.50 by middle 1939, dropping to $8.50 by the end of the year. That suggests a flop, and a flop suggest rarity. Today's value is over ten times original cost, and if counter games ever start climbing higher, you can bet these will be out in front.

Sanders
DEUCES WILD
Produced between 1939 and 1941

Dust off the wild card names; we've got another one! And it's on a machine that most collectors have listed as an "unidentified" or "mystery" machine. If you have one of these, what you'll learn in the following lines is well worth the price of this book.

Even if you're knee keep in counter games you might never have heard of the J.M. Sanders Manufacturing Company of Chicago because it was practically a secret outfit. It's mentioned briefly in the first trade stimulator volume in the description of the Groetchen DANDY VENDER of 1932. To save you the backtracking, the copy says, "This is the machine that set the pattern for most counter games for the rest of their existence. The machine was originally developed by J.M. Sanders of the Sanders Manufacturing Company on the west side of Chicago around 1928." Just about the whole Sanders story is there if you know what to look for. Sanders originated the Baby Bell machine and made them for others under private label. Sanders also made a lot of machines for other firms, making parts, components, complete machines or just selling ideas to Groetchen, Daval, Garden City, Midwest Novelty, Pierce, Lion Manufacturing, and a bunch of others over the years.

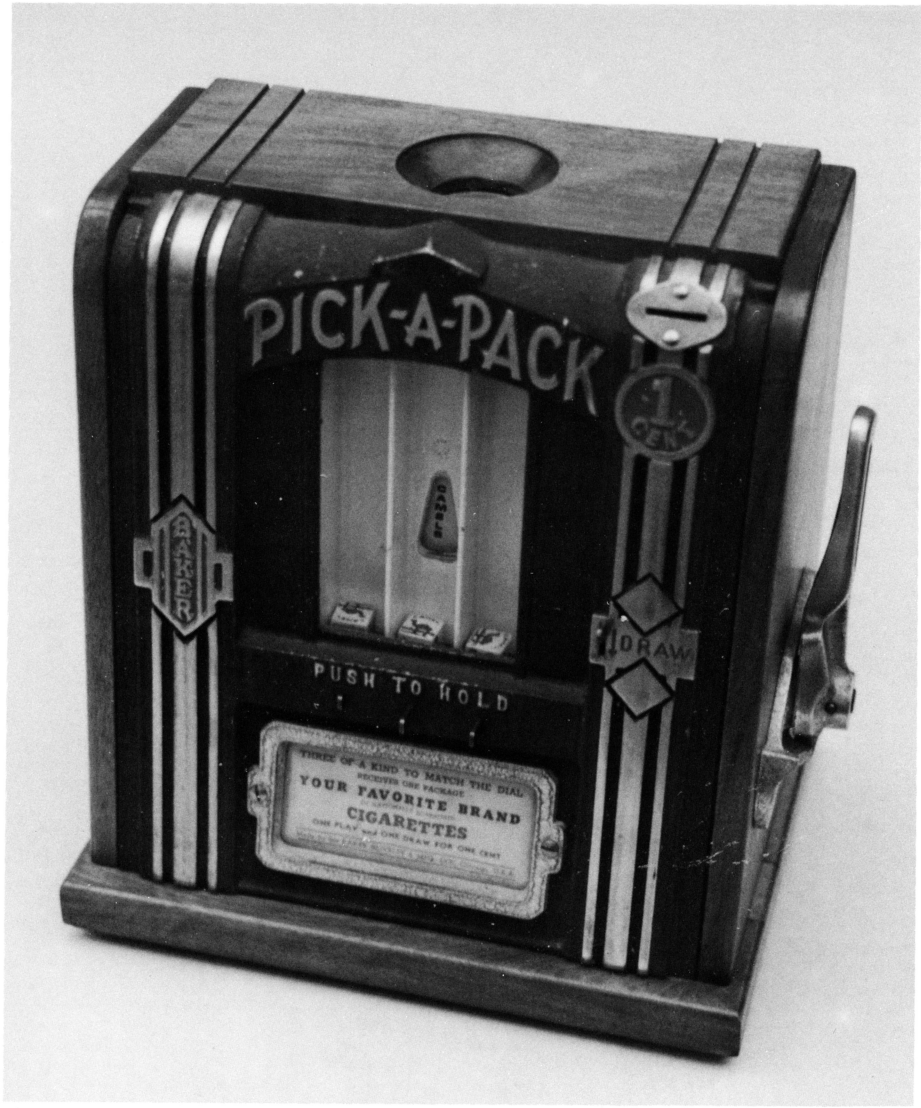
Sanders also made and sold machines under their own name, but they didn't push it much. For one thing, the firm name changed around a lot. The Sanders Manufacturing Company of the twenties became the J.M. Sanders Manufacturing Company of the thirties, then the Sanders Products Company of 1938, reverting to J.M. Sanders Manufacturing Company in 1939 with a few additional changes thereafter. Actually the common thread of the Sanders name doesn't make it difficult to follow the course of this business. What does make it difficult is the lower than low profile maintained by the firm over the years.

J.M. Sanders wasn't a recluse; he was a good businessman. He knew his games were unique, mechanically distinctive and technically advanced. He also knew that his bread was buttered by Daval, Garden City, Pierce, et al, so he didn't rub their nose in his good works. But he did continue to sell his games on his own. The catchy part is that he never put his name on them. The cabinets (neat, streamlined and well-organized) carry no markings. The reward cards (simple, short and sweet) just show the rewards. Therefore, the Sanders machines are super plain and largely unidentifiable. But once you know the basic Sanders cabinets by mold and die work, you can spot a Sanders machine by sight with just a quick glance. The basic 1938 Sanders cabinet, shown here on DEUCES WILD, was also used on LITTLE POKER FACE and a few others in a variety of colors.

Sanders DEUCES WILD. Bill Whelan Collection.

Baker PICK-A-PACK

Produced between 1939 and 1941



Baker PICK-A-PACK. Bill Whelan Collection.

In its day it hardly held sway; but today, all the way. The Baker PICK-A-PACK is a superhot collectible and it just goes to show how unfair time can be to the players on the stage of life. The thought behind that heavy line is real. Veteran coin-op entrepreneur Harold Baker, the crafty devil, stole this machine from others, yet it's the Baker game that commands the price and attention.

The basic machine idea started life bocu years ago as the Colby COMBINATION LUNG TESTER AND DICE SHAKING MACHINE in the early 1890s. A later trade stimulator volume will have the story of this machine. The idea came back time after time at the turn of the Century, again before World War 1, back again in the twenties, and then as INDIAN DICE by D. Gottlieb & Company in 1938, an interesting point as Gottlieb has long contended that they had nothing to do with gambling machines. That's neither here nor there at this point for what counts here is that Baker Novelty and Manufacturing Company of Chicago swiped the idea from Gottlieb and came out with PICK-A-PACK in 1939.

What Baker did was substitute cigarette dice for spot dice, and boy, did the game take off. Baker had been scratching away at consoles – revamps of the Pace PACES RACES called BAKERS PACERS – and revamped Pace and Mills slots for years without really catching the public fancy. PICK-A-PACK put a stop to the foot dragging and the Baker Novelty Company, Inc. (they changed their name soon after PICK-A-PACK came out) was booming.

The game is simple. Drop in the penny, pull down the side handle, and the three dice in captive vertical columns behind glass jump and settle down to a show. Get three of the same kind and match the brand to the spinner in the center of the cabinet and you get a package of cigarettes. Baker said it had "no reels, no gimmicks, no mystery." True enough, for the game action is right out in front for all to see. At those odds who needed mystery or subterfuge. Getting three of a kind on the dice isn't that common, and getting the fourth match to the spinner made it tougher, yet the payoff was 15:1 at 15¢ a pack. So the Baker PICK-A-PACK picked off the pennies like peas in a pod. Profitably!

Actually, the neat part is that the player has two chances at winning. For a penny, PICK-A-PACK offers a play and a draw, with hold buttons below each column. Get three of a kind on the play, or work up to it on the draw and you win a pack. But get three of a kind on the play, and then take the draw and get three of a kind again and you get two packs. That really picked their pockets out in the provinces.

Daval
STAR AMERICAN EAGLE
Produced between 1940 and 1952

What you have here is the basic, plain but plentiful counter game of the forties and the short and not so sweet comeback of counter games in the late forties and early fifties. It's probable that there are more of these games around than any other, and it's common knowledge that most counter game collectors, and even some payout slot collectors, have started their interest with a front-pull Daval from the '40s or '50s.

To be perfectly honest, it's not the STAR AMERICAN EAGLE that is so well-known; it's the whole line. Mechanically they are all pretty much alike. There are two basic models, the AMERICAN EAGLE with fruit reels and the MARVEL with cigarette reels. At that point, both lines split two ways, then two ways from each split, then two more ways from that and on and on. What happens is that every model change that come up in most cases came up for both AMERICAN EAGLE and MARVEL. And the changes are practically endless.

To start out, the token payout AMERICAN EAGLE and MARVEL hit the stands early in 1940 in 1¢ and 5¢ play models. So that's four models, Then they were available with "jackpot" windows showing gumballs, to make eight models. Add "GA" or "Gold Award" models to that and you've got sixteen. Then came the TAX FREE AMERICAN EAGLE and TAX FREE MARVEL models that played without a coin, and the "visible token retaining" models – you see what you win, but no physical payout – and a bunch of "specialty" models and you're up over thirty variations.

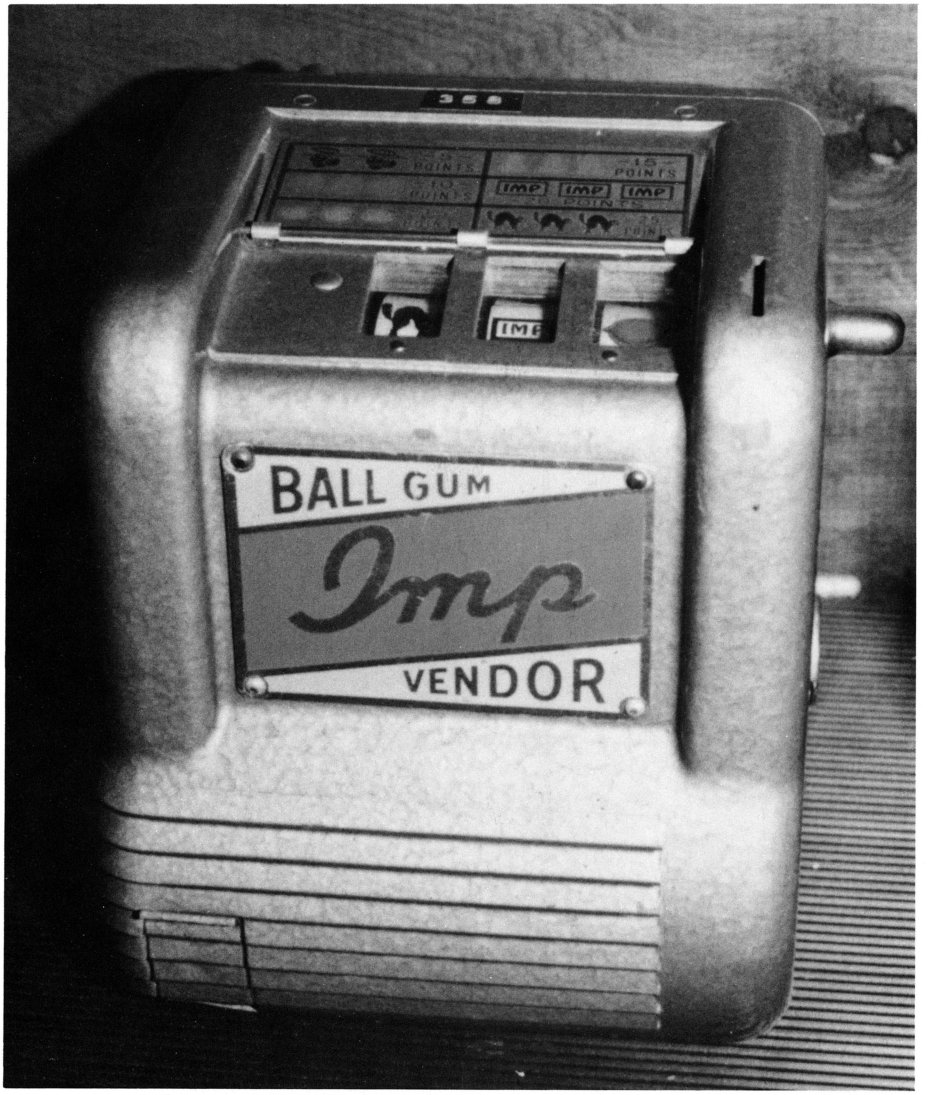
The Daval AMERICAN EAGLE had more "specialty" models than the MARVEL did for the simple reason it was the line leader and not tied to the restrictions of cigarette reels. The Daval STAR AMERICAN EAGLE, shown here, is a classic example. Where the standard AMERICAN EAGLE had the fruit reels of its larger slot machine cousins, the STAR AMERICAN EAGLE has its own symbols: stars, diamonds, a clover leaf, a red heart and a ring. This is a "free play" game, with the panel on top saying "Any of these good luck combinations receive a token good for 5-10-15-25-50 or 100 Free Plays." Well, you know what that means. At penny play the "25 Free Play" token was turned in for a quarter, et cetera.

The Daval STAR AMERICAN EAGLE came in 1¢ or 5¢ plain or ball gum models and token payout or "visible token retaining" ("visible" for short) models, for a total of eight variations. This is the plain, 1¢, token payout model with "Star Symbol Reel Strips," the latter the option in place of fruit reels that made it the STAR AMERICAN EAGLE. So check your reel strips to see what you've got. You may be a star! Either way you don't have to be a star to be in the counter game show; just have some machines.

Daval STAR AMERICAN EAGLE. Photography by Bill Whelan .

Groetchen IMP

Produced between 1940 and 1951



Groetchen IMP. Rich Penn Collection.

We're back to playing catch-up again, and putting a counter game in its proper place in a trade stimulator book rather than in a book about automactic payout slot machines. Rather, we're playing straighten out, for when the first volume of *An Illustrated Price Guide to the 100 Most Collectible Trade Stimulators* came out it had a smattering of trade stimulators and counter games to show a broad selection of coin machines. How did we know that the books would become so popular that they would quickly go into specialized series with multiple volumes in each? In short, if we don't separate the payouts from the playful early in the game in an orderly fashion, we'll never get the chance later.

The Groetchen IMP, first introduced in January 1940, is probably the best known counter game of all time. It is also available in greater numbers than any other counter game, usually with cigarette reels, but also with number and fruit reels. When WW2 was over, Groetchen brought the IMP back to life for new and aggressive counter machine sales. The post-war models have fruit or cigarette reels (no numbers) but settle into penny play and cigarette reels as the standard, three-of-a-kind paying off in a pack. The IMP story and its origins as a counter game take off of the automatic payout Mills VEST POCKET are covered in detail in the first volume of slot collectibles, so if you're into IMPS you'll want to read it. What isn't covered is how IMPS are generally found and what you can do about it. First of all, there are two versions of IMP, pre-WW2 and post-war. The 1940-1941 IMP had fruit, cigarette or number reels and a flap that hides the reel windows. The outside of the flap is decorated to look like the dial of a radio. Inside the flap, once it's flipped over to expose the reels, carries the copy "Your coin buys ball of delicious fruit gum, always fresh. Watch the reels spin around and try to line up three symbols of a kind for Additional Amusement." That "Additional Amusement," as you no doubt guessed, was a counter payoff. The postwar models dropped that copy and added a reward card showing the symbols under the flap. A few years later IMP was changed again.

The change didn't come until spring 1949 when a modified IMP with a larger cash box was added to the line as ATOM, the name itself a catch phrase that was widely used after the explosion of the atomic bombs over Japan (literally ending World War 2) and after the post-war atomic bomb tests at Bikini Atoll in the Pacific Ocean ("Bikini" was added to the language at the same time, to describe a bathing suit!). The world was on the verge of the Atomic Age, and counter games were on the verge of extinction.

ATOM started out with cigarette reels in dime play, offering a carton of cigaretees for three-of-a-kind. Groetchen called the game "small as a mite" with "Profits Big as a Giant." ATOM was ultimately available in penny or penny-nickel play with fruit or cigarette reels, but these models tend to be rare. The bigger cash box of ATOM was just the thing the high labor cost post-war operator was looking for. The diminutive machine holds $80.00 in dimes!

IMPS aren't rare; they border on the common. But some models are rarer than others and in the long run they'll be worth more. The most common models are the pre-war cigarette reels, followed by fruit. Number reels are the hardest to find and suggest a low population, so they're my bet for top desireability. Post-war IMPS have cigarette reels, most common, and fruit reels as shown in the photograph. In this case the flap is open so you can see the reward card.

Unfortunately, many IMP machines, any date, are found with their flaps missing. Enough are gone, suggesting that operators removed them to indicate that a replacement IMP flap is an effort worthy of reproduction. The only problem is that IMP values are so low it's hardly worth the effort. Someday that will change.

Daval CUB

Produced between 1940 and 1951

As goes IMP, so goes CUB. It's the same story. The Daval CUB is described in that first slot book and more rightfully deserves to be here in a book about trade stimulators.

CUB has a history similar to IMP, only CUB development went further. A flat-out take-off on the Groetchen IMP, the Daval CUB came out in November 1940, following the introduction of the IMP that summer. The same reel variations were offered: fruit, numbers and cigarettes. But Daval then split the CUB offerings into two variations of each. The standard model had a divided cash box that put three coins in the location's box for every fourth coin to the operator for a 75%-25% split. An even richer merchant take was offered in the 80%-20% model whereby the merchant got four coins out of five. The location also got a key so they could keep taking their money out of their smaller cash box to keep it circulating while the operators' take piled up awaiting collection time. The 80%-20% model is the rarer of the two, and the numbers reel version is so out of it that most collectors have never seen one. That makes the numbers reel, 80%-20% model the true rarity of the genre.

But so what! There is such little serious acquisition of these machines one wonders if their value will ever change. In a move contrary to the trend the prices on the IMP and the CUB dropped in the late 1970s and never really stabilized by the time of writing. Both lines suffer from hardware loss, with the reel flaps and strangely the backs often missing. The Daval machines have seemed to fare better over the years in regard to their flaps, testimony to a better job of mounting.

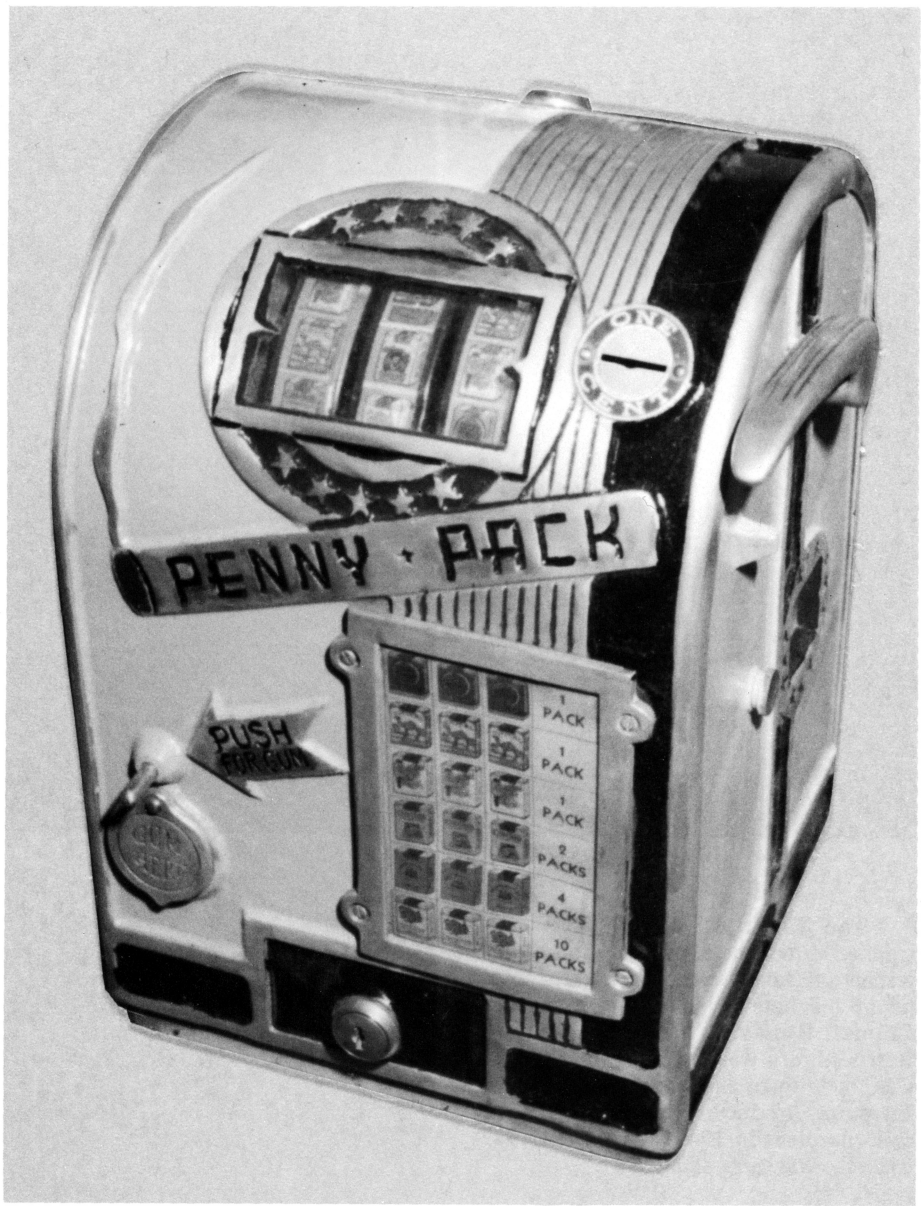
While the IMP seems to be more popular than the CUB that may only be a function of greater availability. Actually, the CUB is more interesting. The cash box variations and the front cash box lock add features to the machine, and the visible gumball display adds flash. In a machine only 6-1/2" tall, Daval packed in a gumball window that shows off a multicolored selection of gumballs.

The CUB was also basic enough to lead to a variety of spin-off models. With five reels carrying poker spots it became ACE, and with the addition of a hold-and-draw feature and a larger cash box base in 1941 it became the Daval 21. Both ACE and 21 are described in detail in the first trade stimulator volume.

Why the big cash box for the operator, and what did it mean competitively? The Daval literature of 1940 tells the tale: "The capacity of the operator's cash box is three times that of the location's cash box. This and the fact that the location owner has access to his own cash box enables the operator to make only one check up trip to four with games not having a coin divider and separate cash boxes." That's like stomping on the IMP in print.

Daval CUB. Ray Wilmas Collection.

Daval
1940 DIVIDER PENNY PACK
Produced between 1940 and 1942



Daval 1940 DIVIDER PENNY PACK. Bill Whelan Collection.

You've got to hand it to the Daval outfit; they were clever. That ideal of splitting the cash boxes so the locations and the operator already had their shares pre-sorted was a lulu. It was also an old idea that goes back to the Puritan and Mills PURITAN of 1905. But as in all things, he who promotes what he's got gets the lasting franchise on its existence.

Daval ran with that self-proclaimed "franchise" as far as they could and positioned themselves as the true friend of the operator. This feature and others were added to other games in the line to multiply the basic models and offer the market new machines that went beyond the norm. It was the well-liked Daval PENNY PACK that ended up with the full treatment, and then some.

Take a look at the 1940 PENNY PACK in the first trade stimulator volume and compare it to this one. At first glance they look alike, but a little more looking reveals amazing differences. As starters they both have the fabulous lighted cigarette graphics whereby the name PENNY PACK is strung along a cigarette that trails a wafting shaft of smoke at its left end. From that graphic point upward things are the same. But from that point down, everything changes. The cabinet gets longer and taller.

The 1940 DIVIDER PENNY PACK was also made in a gumball window model with a covered gum chute. You could also get the machine with a whole new base including a swivel so the merchant can view the show from behind the counter by turning the machine rather that walking around or taking the player's word.

Daval's PENNY PACK line had a long life. The name first showed up on an older-looking machine in 1935. In 1938 the more modern round top was introduced. By the time the 1940 PENNY PACK and 1940 DIVIDER PENNY PACK models were introduced a leading dealer in Fayetteville, North Carolina was saying "Greatest non-payout counter game in history. Seven years in production. 1940 cigarette reel model tops them all. It's beautiful and it's a money getter."

While you might think World War 2 would have ended the run, it didn't. After the war the 1940 PENNY PACK models came back, but not from Daval. The Abco Novelty Company of Chicago bought up all the old PENNY PACK machines they could find, ran them through their rebuilding operation, and sold Abco rebuilt PENNY PACKS well into the 1950s for a little over ten bucks. Even then, they called them "the greatest counter game ever built." So if your PENNY PACK has an Abco sticker, you've got the postwar rebuild.

Liberty TWINS WIN

Produced between 1940 and 1942

The two major wars that shaped the Twentieth Century are more than points in history. They are also reference points in terms of consumer productivity. Twice in the current century the production of consumer goods was stopped to meet wartime needs, giving you an idea of what a thin line of raw material supplies we live on. Once industrialization was a fact of advanced nation life, and once the sophistication of military hardware and weapons demanded all of the steel, copper, silver, iron, aluminum, bronze, et al that was available at any given point in time, plus most of the energy needed for production, the consumer got shafted.

It happened in 1917 and 1918 for World War 1, and even longer (from 1941 through 1945) for World War 2. Consumer goods and shopkeeper goods just stopped, and when they came back after the wars they were usually different, or didn't come back at all.

In coin machines, these two breaks in what had always been breakneck production have set the pre-war and post-war machines of both wars apart, with the design differences readily apparent to the astute collector. This book, and the others in the slot machine and trade stimulator series, can help you a lot in machine identification and make you an instant dating expert because you can readily see what happened and how the machines differ in appearance from one pre- and post-war era to another.

Now that that's been said we can get into the most difficult identification area of all, and that's trying to decide if an oddball trade stimulator unlike most of those you've seen around you is a late pre-WW2 or an early post-WW2 machine. It's not easy, let me tell you. And the Liberty TWINS WIN was one of the toughest nuts to crack.

When the machine pictured showed up at an auction at Disneyland in November 1978 two attending collectors said, "I've got one," and quickly added, "But what is it?" The 5-way coin receiver looks somewhat naive and pre-war, but the graphics have a definite fifties look. You can play a penny, nickel or dime in any one or more of the five coin chutes, picking a color when you do. There are matching color dots and stars on the dice. You pick your color or colors, shove in the coin slide, and the dice are agitated. If you played the right colors, two blues pay 3:1, two greens 5:1, two starts 20:1, two yellows 10:1 and two reds 2:1; thus, twins win!

Liberty TWINS WIN. Photography by Bill Whelan.

The Liberty TWINS WIN was tracked down the same way the really ancient machines were. The printed front of the machine says "Liberty Mfg. Co., Council Bluffs, Iowa." The Council Bluffs library was checked, and Liberty was found to be an automotive after market parts producer that started making coin machines in 1941, stopping in 1942 when the war came along.

Sanders
LUCKY PACK
Produced between 1941 and 1950

Sanders LUCKY PACK. Bill Whelan Collection.

The spotting and dating of pre-war and post-war counter games gets particularly tricky when you are dealing with machines that were made both before and after World War 2 and looked alike at both times. There were quite a number of machines that made the jump (maybe twenty or thirty models or so) but generally they were produced by the better known or larger makers of counter games. What seems to have happened is that the better equipped counter game makers had machine and assembly shops large enough to attract light contract war work and keep their facilities together while the smaller game makers with a punch press or two and a couple of flat tables for assembly couldn't hack it or watched as their key people got drafted and were, therefore, knocked out of the business.

At the risk of revealing my advanced age, which is no big deal, I remember working on a manual stamping press (they were outlawed by OSHA years ago as too dangerous!) for an old coot on Parkside Avenue on the west side of Chicago making wire springs that fit into the grip of a colt 45 as part of the cartridge clip. The old man (I wish I could remember his name; I was 14 and he taught me the foulest language I ever learned. He was great, and a good friend.) had made a living for years assembling counter game clocks for the J.M. Sanders Manufacturing Company six or seven blocks away on west Lake Street. The counter game clocks were all over the greasy old shop even after the place was knee deep in war work, and the old guy kept saying he could hardly wait to get the damn war out of the way so he could get back into a business he enjoyed, in spite of the fact that his new military venture paid a lot better. I went back to visit him once a few years later after I was an Air Force Cadet and found him sitting in a shop five times as big full of automatic wire machines with his long-obsolete kick presses in the back room. The war would be over in a few months, and he was eager to get back to work for John Sanders if Sanders would have him.

I never found out if he did, time, tide and travel being what it was at the time. Sanders, who also did subcontracted war work, was in the same boat, but he obviously kept his patterns and dies because right after the war ended he was back with the neatest, fastest, most compact and durable really small multi-reel counter game line ever built. Sanders had introduced his cigarette reel LUCKY PACK counter game in 1941, just before the Pearl Harbor attack had thrust the United States into its biggest war. It's the size of the Groetchen IMP and the Daval CUB, but has a better engineered mechanism and a much larger cash box. Practically the minute the war ended it came back, both as a private label (which means Sanders put other people's names on it) and as a Sanders machine.

Sanders
LITTLE POKER FACE No. 2
Produced between 1941 and 1950

The first Sanders LITTLE POKER FACE had a larger, bulkier cabinet similar to the DEUCES WILD described eight pages back. But once Sanders had his miniaturized machine that ended fast, and LITTLE POKER FACE NO. 2 came out in the same cabinet as the LUCKY PACK, only with poker reels.

The machines aren't much different, except in the reels and reward cards. The cabinet is rounded (no sharp corners anywhere) and crinkle-finished in a variety of colors. The enamel bake ovens that assured a long-life hard finish had been introduced to industry only a few years before, and once again the coin machine industry was among the first to adopt a new idea. Sanders introduced another great idea to counter games, and that was the instant access cash box. Typical of the miniaturized counter games, the standard size lock looked so enormous that Groetchen, Daval and others tended to try and hide it on the back of the machine, using it to open a flap that gave access to the cash box. Access is about all it provided, for the merchant's coin divider doors tended to be small, leading to the ridiculous act of lifting and shaking the hell out of the game in order to get the money out because the operator's cash box was locked up. This wasn't exactly conducive to proper machine maintenance for the shaking and bouncing coins had a way of kicking the shit out of the inside components. Typical victims were the pot metal pumps of the Daval games and the clockworks of the Groetchen games.

Sanders played it straight and stuck the big lock right in front – you can see it well in the picture – so that it was right there at collection time. After that it was easy, for the cabinet is a clam shell; it comes apart on the center line of the machine left to right with both halves wide open. The money literally falls out. The only problem is that these machines are hard to put back together again and lock up. But that's a manual act, not a violent one. Thus the Sanders games in the clamshell cabinets weren't always faced with mechanical problems.

The question is, if you've got a machine that looks like this, is it a Sanders game? Until the publication of this guide many of these counter games were listed as "Mystery Machines," meaning that their manufacturer was unknown. It's easy to see why. There isn't a visible mark on them. Sanders did such a large amount of private label work and sold such large quantities to operators who would rather have their own name on the machine reward card rather than that of any manufacturer, the J.M. Sanders Manufacturing Company never put their own name on any of these machines. But don't worry; it's easy to find out. The aluminum cabinets were cast in a foundry that did a lot of coin machine work, so in order to protect their design and keep their production isolated Sanders marked their patterns. You can spot the "JMS" on the inside of the cabinet casting in a flash.

Sanders LITTLE POKER FACE No.2. Photography by Dick Bueschel.

Shipman SPIN-IT

Produced between 1947 and 1960

Shipman SPIN IT. Bill Whelan Collection.

Count yourself lucky that you ever got the chance to know the identification of this machine. It's the kind of counter game that a lot of people don't care about but that counter game buffs adore. It's different! So different, in fact, there's just no comparison or competitive machine. Therefore, it stands alone.

By standing alone it possesses some problems. Who and when? Also, if you're really interested, what? It's only because we have auctions and because the really dedicated counter game buffs want to identify everything they come across that it was ever identified and dated at all. To that mix of circumstance you've got to add a third, and that's the dig. Someone had to be interested enough to take the time and spend the money to track this little devil down. Without that these El Cheapo combination venders and chance machines would have floated in limbo for years until the critical mix of visibility, curiosity and the willingness to dig surfaced again at a given point of time in the future.

One of these small machines showed up at an auction at Disneyland in California in November 1978. It was filled with gumballs and its graphics were all but worn off. Counter game collector Bill Whelan and author Dick Bueschel were touring the floor prior to auction time and both flashed on the game. Whelan said, "The gumballs are wrong; it should be peanuts." Bueschel asked, "How in the hell did you know that?" Whelan answered, "I've got one, and it had some dirty old peanuts stuck in it." Bueschel came back with, "So what is it?" Whelan answered, "I don't know, but I think it has a name on it." And Bueschel replied, "Get that name for me and I'll see what I can find out."

Whelan's machine carried a paste-on panel that says "SPIN-IT/1¢/Shipman Mfg. Co., Los Angeles" over the glass in the vending window below the single horizontal reel that spins as a chance device when the plunger over the coin chute is depressed. The original paper below that says "Push plunger down/Pull slide all the way out for nuts." Then he found another, a 5¢ version for almonds, shown here. So nuts it is. But that's about all you can tell at that stage, and without an approximate date, there's no way short of a day of labor that you can pin it down by going through all of the old Los Angeles directories. Looks alone don't do it as the Shipman SPIN-IT is so different it can be any time in the late thirties or forties, or even a post-war into the fifties.

So the author took another route, and assuming the machine was exhibited at the coin machine shows, checked all the exhibitors year by year. Luck and pluck came through. The 1937 convention lists carried reference of a Shipman Manufacturing Company of 2513-18 S. LaSalle Avenue, represented by A.V. Shipman, owner, that made "candy and peanut machines, candy racks, cigarette machines, Duplex sanitary postage stamp machine, 5-cent Hersey bar machines (and) merchandise vending machines." The location was "L.A." Finally, old advertising in *Billboard* and *The Coin Machine Journal* dated the machines from 1947 to the 1960s, penny play for peanuts and nickel play for almonds. So now Shipman is part of our knowledge pool.

Bradley 7-GRAND

Produced between 1947 and 1949

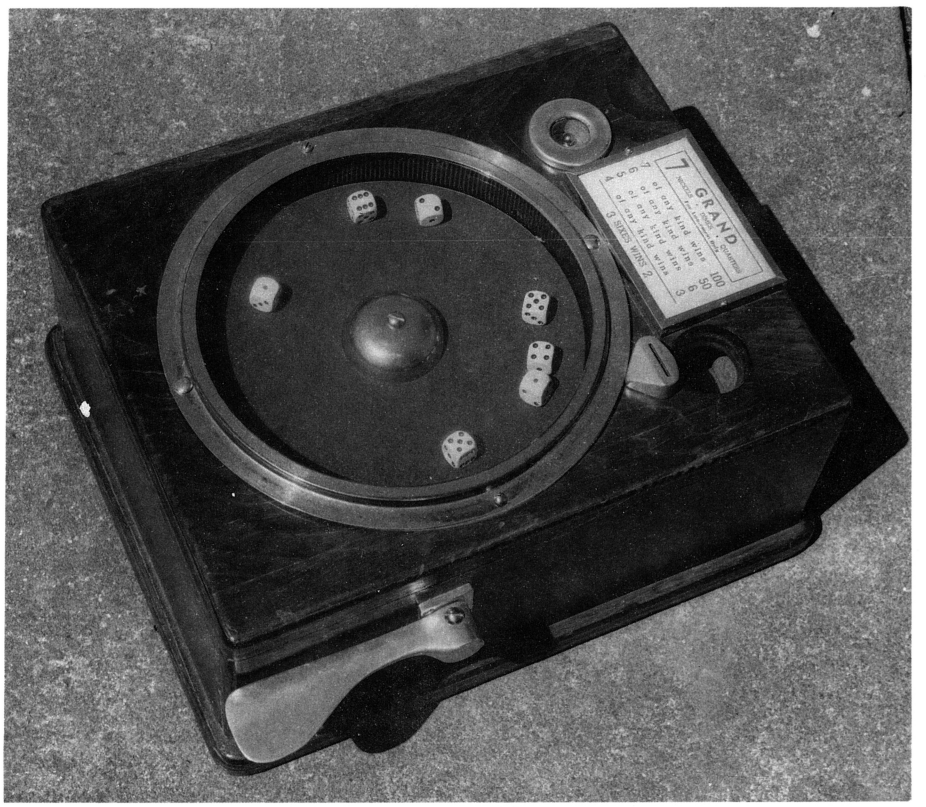
Just because a trade stimulator came back on the market after World War II doesn't mean it was the same machine, or even made by the same manufacturer. The Bradley 7-GRAND doubly proves the point.

Go back to the Withey SEVEN GRAND of 1938 a dozen or so pages back and you'll be looking at practically the same machine. Not exactly, but close. Both the Withey game and the Bradley machine are squared off and boxy, with a plain stamped disc hub, although some details differ. But once you're past those superficialities you've got the same game, be it SEVEN GRAND or 7-GRAND. In fact, even the reward cards are interchangeable.

Here's how it came about. Chicagoan Bert Withey had a big thing going with his large counter dice games in the thirties, but by the time he got around to making coin machines to add to his punch board line, he was a pretty old guy and his time was running out. The war wrapped that up, and his literally one-man operation didn't come back on the scene once "peacetime" came back – that's what they called it then; the opposite of "wartime" – and the coin machine business came alive again. In his stead a new Chicago outfit came along called Bradley Industries, Division Bradley Associates, Inc., dropping an updated version of Withey's SEVEN GRAND on the market at the end of 1947 and giving it a big splash at the Coin Machine Industry Convention in January 1948. Bradley Industries took the same track Withey had taken, calling their new 7-GRAND "the Operators Counter Game. Grand Operator Appeal. Grand Location Appeal. Grand Player Appeal." Now ain't that just grant! Here you have one of the oldest forms of coin machines in existence (Withey's original was based on a long defunct 1892 patent) coming back for a new lease on life right in the middle of the Twentieth Century.

Its homage to the past was even greater than that. One collector, checking under the reward card frame of his Bradley 7-GRAND, found six more reward cards. Half of them were for the 7-GRAND, identified as made by "Bradley Associates, Chicago, Illinois," while the other half were for the SEVEN GRAND with no manufacturer's name, quite obviously original Withey cards. The machines can't get much closer to each other than that.

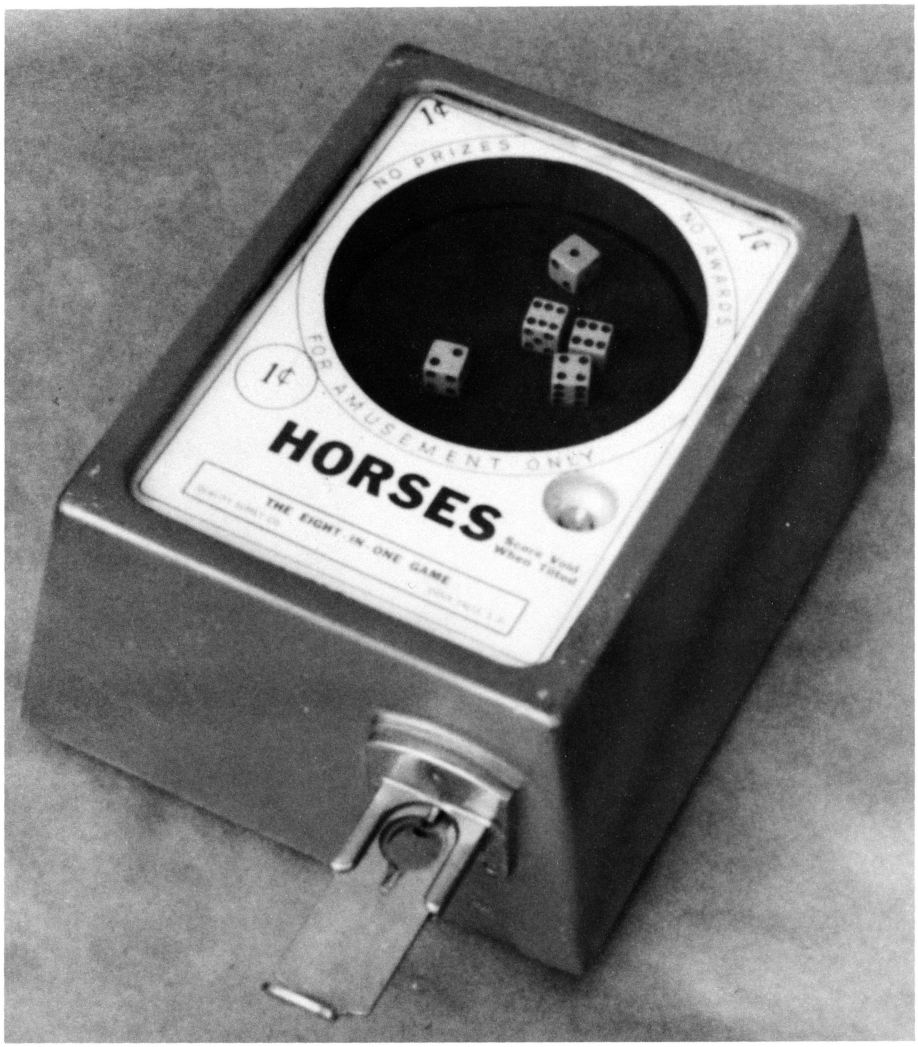
The Bradley 7-GRAND plays on a nickel, dime or quarter. The machine name comes from its scoring. Three sixes wins 2, four of a kind 3, five of a kind 6, six of the same thing 50 and seven of any kind wins 100. 2 what? 100 what? The card doesn't say. That's what made it such an "operators counter game." It could be points, trade payoffs or cash, whatever the operator and location agreed upon, in spite of the fact the card states "For Amusement Only."



Bradley 7-GRAND. Bill Whelan Collection.

Quality Supply HORSES

Produced between 1949 and 1951



Quality Supply HORSES. Anonymous Pennsylvania Collector.

Take a good look at HORSES! What you're looking at is virtually the last generation of coin operated counter games and trade stimulators. This is literally the end of the line. Sure, others came afterward, and to this day you can still find bars that have mechanical games you can play for a "free" drink or a round on the house, but more often than not they're not coin operated. But sometimes ... well, you'll soon find out.

This is literally the machine that closed the door on the trade stimulator, yet it's an old idea. It really goes back to the National Coin Machine Exchange HAZARD of 1934 briefly described in the first volume of *Illustrated Guide to 100 Collectible Trade Stimulators* and the many small counter dicers made by Kalamazoo Automatic, Camco Products and others for years afterward. After World War 2 the original makers were out of the field, but then the game came back in a virtually identical format in 1949 made by an outfit called the Quality Supply Company in the unlikely city of Sioux Falls, South Dakota.

An even more unlikely circumstance is the fact that Art Penticoff, the founder and sole proprietor of the Quality supply Company, had been a guard at the South Dakota Penitentiary before he went into the coin machine manufacturing business. His idea was simple and clever. He didn't just sell a machine called HORSES (the line leader) as the buyer got eight machines for the price of one. When you bought HORSES you got eight different reward cards and the necessary dice to match. He called the whole package "The Eight-In-One-Game." Number one on the list was HORSES. According to the maker, "This combination, on most locations, is the best money-maker. Leave it on the bar or counter and watch them play each other for the drinks, or 'double or nothing' with the house, and when that 'Two-Bits'-a-Corner' games gets started, the pennies go into this game as fast as it can be worked. The profit is 100% and the locations are well satisfied with 30% to 50%."

Nice way to make money, that! Fact is, it was so good it's still good. Of all the trade stimulators ever made, it's the Quality Supply machines that you'll still see on location when you get off the main drag and into the back country bars across the country.

There's still a market in these machines, and the ones that show up in collections and at auctions are just likely to have come out of a bar the weeks before as not. If you're really lucky, you'll find one with all of its cards and dice. If you do, here's the eight games you'll have: HORSES, HI-HAND, FOUR OF A KIND, ADD 'EM, WIN YOUR SMOKES, BEAT THE HOUSE, WIN A BEER and HI-LOW SEVEN.

Play-Write PLAY-WRITE

Produced between 1950 and 1951

It's truly sad to see what the trade stimulator and counter games finally became once shopping habits, jaded players and the law of the land conspired to eliminate the classic coin operated flat out chance devices in favor of mind teasers. Sure, there's a place for love quotient ratings, computer quizzes and IQ testers if you're into that sort of thing. But the true counter game buff wants a machine that sets up a win or lose situation, with a real and tangible award for the win.

The Play-Write PLAY-WRITE is the bridge between the two. It looks a lot like a gambling machine and even has a play handle that looks like it was taken off of a Mills payout slot. But the similarities end right there. The PLAY-WRITE isn't even coin operated! The whole idea is a throwback to the days of three-quarters of a century earlier when amusement machines were operated by paying the barkeep a nickel in the hand for permission to play the game.

The Play-Write Sales Company was set up in Wadsworth, Ohio, in 1949 in order to make and market this large machine out of Akron. And it's large! It's almost as heavy as a full-size slot, and it looks great in its all dural finish. When it was introduced for the first time at the American Coin Machine Manufacturers Association Show in Chicago in May 1950, the makers said "We predict the PLAY-WRITE will be the most outstanding, interesting and profit-making machine of the coin show." After the show, the follow-up blurb stated "At the recent ACMMA Convention in Chicago everyone was looking for an entirely new type of machine, and the PLAY-WRITE filled the bill."

That was strong talk coming in a year when everything was closing in on the coin machine industry. The free and easy days of the thirties gave way to the frantic and frenetically illegal days of the forties to lead to the criminal view of coin operated chance machines in the fifties. So when the PLAY-WRITE offered a machine that (quoting from its literature) "can be operated in almost any territory (we estimate 95%)" and "can be operated in any kind of location, from a small gas station to the finest clubs in the country" it had to sound interesting.

Nothing in the PLAY-WRITE literature ever mentioned a coin, although it did say "The PLAY-WRITE may be operated in any country with any type of exchange," adding "The PLAY-WRITE can be operated from 1¢ per play to any amount the player desires." PLAY-WRITE also has "popular slot reel pull action" and is "100% fool proof (because) your location automatically accounts for the exact intake (and) each individual play and winner." Of course it did, on adding machine tape; that's the "write" part of the PLAY-WRITE.

Play-Write PLAY-WRITE. Photography by Dick Bueschel.

Machine Identification and Insurance Protection

Trade stimulators, counter games and any coin operated slot, vending or arcade machine (whether you have one or a hundred) are valuable antiques. A quick browse through the prices on the pages of this volume and its companion price guides will back that up in a flash. There are, in fact, few classes of antiques that rival their worth, and the few that there are (such as jewelry, silver, coins, Tiffany glass and automobiles) are virtually all insured by their owners against loss. The idea of insuring coin machines is fairly new, with only a few of the more advanced collectors undertaking this task and expense in the past. The boom in coin machine collecting has changed all that, with law enforcement "busts," fire, damage and out and out theft threatening the integrity of more and more collections.

If an antique is valuable to you, it should be insured for its value.

Furthermore, if you insure your machines, you will want to be sure that your specific machines are the ones that are insured, not just generic machines of the same type. In case of loss, insurance companies are primarily interested in replacement value. They're even willing to go out and find a machine for you if they can produce one at less cost than the insured value. The result might put you in the ackward position of being forced to accept a lesser machine of the same type. Even worse, you might find yourself bidding for a replacement machine which is now selling at a higher price than your insured evaluation, and it might even be the same machine you once owned, showing up on the antique market after a theft. The only way to protect yourself against these eventualities is to clearly describe your insured machines right down to the serial numbers. That gives you a positive position in any later negotiation with an insurance company. It also gives you and the insurance company an opportunity to reclaim any stolen machine, for the serial number is a clear indication of origin. In short, if the machine you have identified by its serial shows up anywhere, the police are on your side.

Most trade stimulators and slot machines have serial numbers. The usual placement is as a die stamp somewhere on the outside of the cabinet, more often than not on the back or the bottom of the base (Note: The section of this book dealing with trade stimulator and counter game serial numbers will be useful to you here.). Sometimes the serial will appear inside of the cabinet, and sometimes can't be found at all. But be careful not to pick up a part number instead of a serial number – they're different. Part numbers appear on most machine parts, particularly cabinet parts. They were used by assemblers to put the machines together, and by manufacturers for inventory control. Typical part numbers for a counter game – in this instance the Groetchen POK-O-REEL TRIPLEX of 1934 – are POK-1, POK-2, POK-16, etc. Careful scrutiny of a machine case will soon reveal the difference, and if you're looking inside of a cabinet , use a flashlight. It makes the numbers stand out better, and they're easier to find in a circle of light. If you can't find a serial number, use anything, even a part number, it's better than nothing.

Getting insurance on your machines isn't tough. You probably already have an insurance agent, so call the agent in. Some are hip to antiques; most aren't. They may give you some static, but you can break through that by providing them with complete written or typewritten descriptions and appraisals of value so they have something in hand to take to the home office. Toss in a photograph of the machine or machines being insured and you've done a complete job and should have little or no trouble getting the coverage you desire.

Two points are key here:

1. Provide your agent with a good description of each machine.

2. Provide the agent with justifiable appraisals.

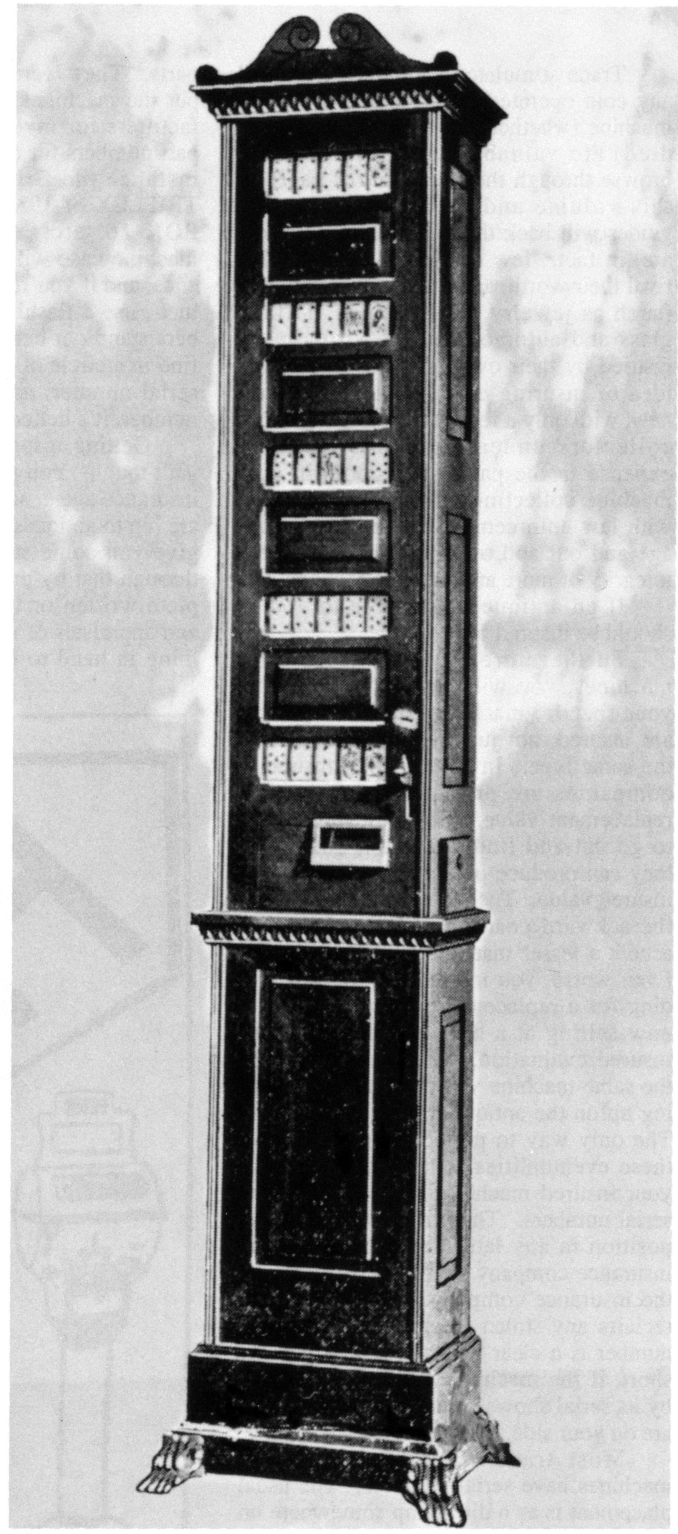
When working out this documentation go beyond the minimum of a name, date and serial number. Some description of how the machine works is helpful, as well as its function and form. It's also a good idea to provide some indication of rarity if you know it. If you use the services of professional antique appraisers they'll provide the data you need and a value that can be confirmed, even if only by the appraisers. But be sure you get someone who knows coin machines, and there aren't many of those around. Another alternative is to use this or similar books, using the

Operators placed trade stimulators and music on location through advertising and personal calls. This operator ad appeared in the July 27, 1907 issue of The Champion of Fair Play, *an anti-prohibition trade publication reaching saloon owners. The trade stimulators illustrated are the Caille Bros. GOOD LUCK and ROYAL JUMBO card machines. Author's Collection.*

pricing as a value guide. Attaching an electrostatic copy of the pertinent page can serve as your "appraiser."

As for the form to follow, more often than not your insurance agent will leave that up to you. The three sidebar forms shown here do the job very well and have the advantage of having already been accepted by all of the insurance companies to which they have been offered as definitions of coin machine antiques and as appraisals. Copy them. But be sure to put in the correct data for your machines and their current market value. Any other basis, such as the purchase price of your machines or current market values, can also be used, but if they aren't backed up by a qualified appraiser or a printed document or book such as this or its companion Volume 1, be ready to defend your appraisal because the insurance company just might not go for it.

Lost Machine: there's even a missing Fey machine from the 1930s called ROLL 'EM. This picture was found in the effects of a Los Angeles operator in the late 1960s with some of the photos rubber stamped "Chas. Fey Mfg. Co., 1885 Mission St., San Francisco, Calif" on the back. Old Automatic Age *ads show it was being sold in 1934 and 1935. There should be some of these machines out there somewhere. Author's Collection.*



The Sky Scraper

Nickel machine: the 5 sets of wheels revolve at the same time. You pay rewards in trade checks, cigars or merchandise.

Lost Machine: no examples of the Leo Canda Company SKYSCRAPER of January 1900 have ever been found. One was reportedly found some years back, but it was a hoax. This is from an advertising flyer of around 1920 when a dealer was selling off

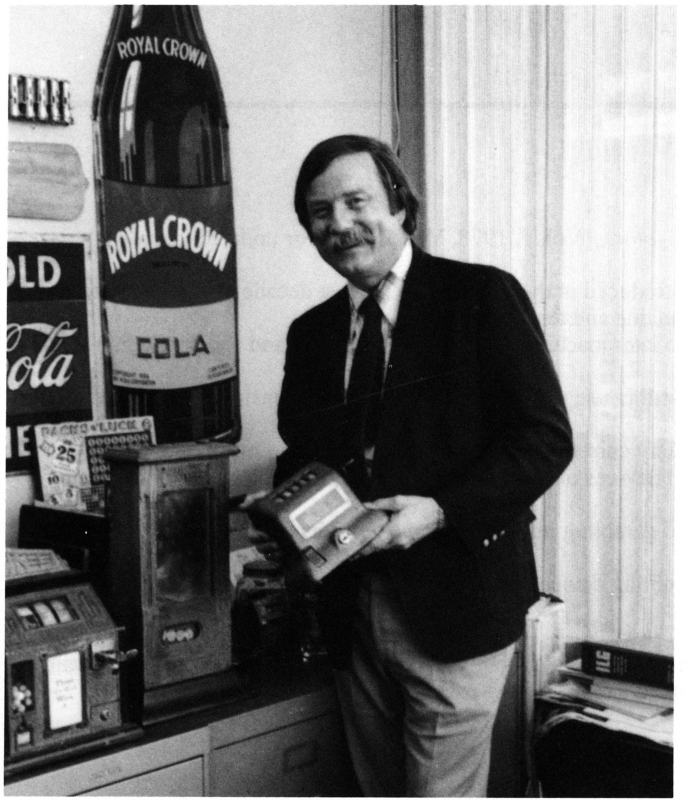
Sheet No. 1
Definition of collectible coin machine antiques
Antique Gambling/Trade Stimulator Machines
Appraisal For: (your name here)
Appraisal Source: *Illustrated Guide to 100 Collectible Trade Stimulators,* (Vol. 1, 1978, Vol. 2, 1980, or updated versions)
Antique Nature of Gambling Machines
- Commercially viable coin operated chance machines were first introduced in the U.S. during the last decade of the 19th Century. They were generally made in small quantities, and therefore are unique and tend to be rare.
- The earliest machines were often ornate and fragile. Compared to later machines, they were inefficient and especially liable to malfunction.
- Many of the earliest machines pioneered mechanical procedures still in use today. Most notable is the sensing arrangement that determines a winner and makes the payoff.
- Later machines also had their share of failures. In an effort to satisfy current "fads," machines were often made that were too complex or fragile to be successful. These innovative mechanical devices of the 1920s and 1930s and earlier have become the eminently collectible machines of today.
- Several fairly recent legal rulings have declared that coin operated gambling machines can be considered collectors items, provided:

1. The are too old, fragile or ornate to be used commercially as gambling devices.
2. They are acquired, owned or sold for their collectible value only.
3. They are not actively used for gambling purposes.

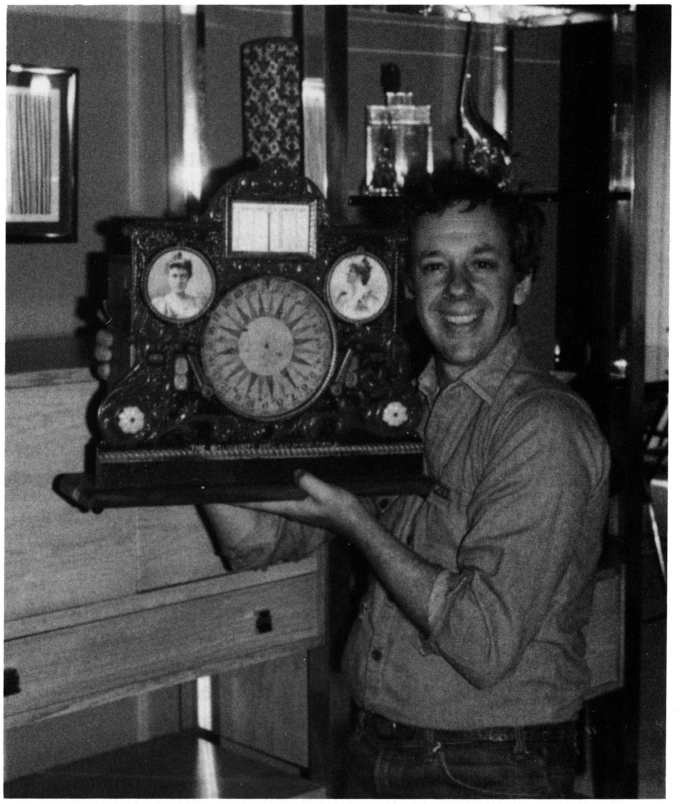
Due to the comparative rarity of such machines, many of the coin operated gambling machines are now regarded as unique Americana and are treasured links to America's industrial, mechanical and marketing past.

Machine Appraisal No. 1
Antique Gambling/Trade Stimulator Machines Appraisal For:
(your name here)
Appraisal Source:
(indicate publication)
Machine Description
- Name: Decatur 5¢ FAIREST WHEEL No. 2, Serial No. (fill in)
- Description: Countertop Trade Stimulator approximately 25" in diameter, in a stained wood frame with visible coin box at bottom. All metal parts nickel plated. Coin chute at top permits player to drop in a nickel, with the weight of the coin spinning the wheel, which comes to a chance stop, indicating that the player gets 1, 2 or 3 cigars for the coin played. The device was originally patented May 7, 1895.
- Condition: Restored
- Manufacturer: Decatur Fairest Wheel Works, Decatur, IL
- Approx. date of Manufacture: 1897-1901
- Rarity: The FAIREST WHEEL Machine is regarded as a trade stimulator "classic" and is highly collectible.
- Estimated Value: $850

Machine Appraisal No. 2
Antique Gambling/Trade Stimulator Machines Appraisal For:
(your name here)
Appraisal Source:
(indicate publication)
Machine Description
- Name: Groetchen 1¢-25¢ HIGH STAKES Counter Game, Serial No. (fill in)
- Description: Countertop chance gumball vending machine is cast aluminum "Churchill" cabinet approx. 14" high. Has 5 spinning reels with horse symbols on 3 reels, odds display on 4th reel and win/place/show on 5th reel. Player inserts coin in cabinet and pulls side lever which permits reels to come to a 1-2-3-4-5 chance stop in sequence. The machine retains the coin. Purpose of the play is to match the horse colors for a "prize." The Groetchen HIGH STAKES is unique as the only all-mechanical machine to utilize this play principle. A gumball is dispensed with each play.
- Condition: Original and Mint
- Manufacturer: Groetchen Tool Company, Chicago, IL
- Approx. date of Manufacture: 1936-1937
- Rarity: The Groetchen HIGH STAKES is regarded as one of the most attractive counter game collectibles from the 1930s.
- Estimated Value: $300



Part of author Dick Bueschel's trade stimulator collection in his 1981 Chicago ad agency office.



Collector-dealer Larry Lubliner, the original pricing authority for the 1981 edition of this guide, in his Highland Park, Illinois, office at the time.

Publisher Bill Harris in the offices of Coin Slot Books circa 1981.

Typical Trade Stimulators and Counter Game Serials

Machine Name	Coinage	Date	Serial No.
Clawson:			
AUTOMATIC DICE	5¢	1890	1158
AUTOMATIC FORTUNE TELLER	5¢	1892	527X
Griswold:			
WHEEL OF FORTUNE	5¢	1896	3682
WHEEL OF FORTUNE	5¢	1899	16286
WHEEL OF FORTUNE	5¢	1904	037899
Mills:			
LITTLE DUKE	5¢	1902	1357
JOCKEY	5¢	1902	1780
JOCKEY	5¢	1902	1781
JOCKEY	5¢	1916	7698
JOCKEY	5¢	1926	88020
PURITAN BELL	5¢	1926	151
PURITAN BELL	5¢	1926	1121
PURITAN BELL	5¢	1926	1865
PURITAN BELL	5¢	1927	2866
PURITAN BELL	25¢	1927	4202
PURITAN BELL	5¢	1928	5929
PURITAN BELL	5¢	1929	6073
BELL BOY	1¢/25¢	1931	510
Caille Bros:			
BANKER	1¢	1906	138
GOOD LUCK	1¢	1906	1311
GOOD LUCK	1¢	1906	1852
PURITAN	5¢	1912	5327
PURITAN	5¢	1914	7721
CHECK PAY PURITAN	5¢	1916	8368
JUNIOR BELL	1¢	1926	1059
JUNIOR BELL	1¢	1926	1253
A.J. Stephens			
MAGIC BEER BARREL	5¢	1933	1544
Superior Confection:			
CIGARETTE GUM VENDER	1¢	1935	5090
CIGARETTE GUM VENDER	1¢	1935	C5324
CIGARETTE GUM VENDER	1¢	1935	C5600
CIGARETTE GUM VENDER	1¢	1935	C6725
Groetchen:			
TAVERN	5¢	1934	342
SPARKS	1¢/25¢	1938	SP502
ROTO-MATCH	5¢	1935	1264
Daval:			
CHICAGO CLUB HOUSE	1¢/25¢		C102
CHICAGO CLUB HOUSE	1¢/25¢	1934	C1387
CHICAGO CLUB HOUSE	1¢/25¢		C4140
CHICAGO CLUB HOUSE	1¢/25¢		C4262
CHICAGO CLUB HOUSE	1¢/25¢		C4381
CHICAGO CLUB HOUSE	1¢/25¢		C5300
CHICAGO CLUB HOUSE	1¢/25¢		C5487
CHICAGO CLUB HOUSE	1¢/25¢	1933	C6298
CHICAGO CLUB HOUSE	1¢/25¢		C6755
CHICAGO CLUB HOUSE	1¢/25¢		C8653
TIC-TAT-TOE	1¢	1936	1156
REEL 21	1¢/25¢	1938	197
Rock-Ola:			
OFFICIAL SWEEPSTAKES	1¢	1936	9196
Jennings:			
PURITAN GIRL	5¢	1928	768
LITTLE MERCHANT	1¢	1938	2321

Popular Trade Stimulators produced between 1870 and 1919

Trade Stimulator manufacturers are listed in alphabetical order and location with their machines listed in chronological order as they appeared. Many of these machines had a long manufacturing and service life with their production and usage dates often extending considerably beyond their introduction dates.

United States Trade Stimulators

Manufacturer and Location / Format	Name	Date	
Bernard Abel And Company, New York, New York			
Dice	SQUARE DEAL	April	1893
Acme Novelty Works, Detroit, Michigan			
Roulette	ROULETTE		1891
Acme Sales Company			
Dice	ACME		1905
Albany Novelty Works, Albany, New York			
Wheel	(UNKNOWN)	December	1893
Pointer	(UNKNOWN)	October	1899
The All-In-One Company, St. Louis, Missouri			
Multiple Game	ALL-IN-ONE		1914
Almy Manufacturing Company, Chicago, Illinois			
Drop Cards	AUTOMATIC CASHIER AND DISCOUNT MACHINE	March	1915
American Automatic Machine Company, New York, New York			
Roulette	AUTOMATIC ROULETTE		1892
Dice	AUTOMATIC DICE	January	1893
Dice	AUTOMATIC DICE SHAKING MACHINE		1893
Roulette	IMPROVED AUTOMATIC ROULETTE		1894
American Mechanical Toy Company, New York, New York			
Race Game	(UNKNOWN)		1888
American Novelty Company, Cincinnati, Ohio			
Card Reels	SUCCESS		1894
American Specialty Manufacturing Company, Buffalo, New York			
Card Reels	SUCCESS		1896
American Supply Company, Philadelphia, Pennsylvania			
(Unknown)	(UNKNOWN)		1907
Amusement Machine Company, Jersey City, New Jersey			
Race Game	(UNKNOWN)	October	1889
Card Reels	CARD MACHINE	April	1890
Amusement Machine Company, New York, New York			
Card Reels	CARD MACHINE "Iron Card"	December	1890
Number Reels	POLICY		1891
Card Reels	BABY CARD MACHINE		1891
Card Reels	COUNTER IRON CARD		1891
Card Reels	STANDARD "Iron Card"		1891
Card Reels	COUNTER CARD "Two Hand"		1891
Card Reels	CARD MACHINE "Two Hand"		1891
Card Reels	SUCCESS "Iron Card"		1891
Pointer	ARROW		1892
Pinfield	COMBINATION JACK POT		1893
Amusement Machine Company, Oakland, California			
(Unknown)	BASEBALL		1915
A. H. Andrews And Company, Chicago, Illinois			
(Unknown)	(UNKNOWN)	January	1890
The Anthony (Cigar) Company, Cincinnati, Ohio			
Pointer	ECLIPSE		1892
Anthony And Smith, Cincinnati, Ohio			
Pointer	ECLIPSE		1893
Aspin And Furry, Wilmington, Delaware			
Shooter	O-TO-GO		1898
Atlas Manufacturing Company, Cincinnati, Ohio			
Roulette	ROULETTE		1895
Atlas Novelty Company, Oakland, California			
(Unknown)	(UNKNOWN)		1908
Atlas Novelty Company, San Francisco, California			
Card Reels	(UNKNOWN)		1907
Dice	(UNKNOWN)		1908

Manufacturer and Location Format	Name	Date	
August Grocery Company, Richmond, Virginia			
Wheel	HOO DOO	April	1901
Auto-Vender Company, Chicago, Illinois			
Wheels	DANDY VENDER	April	1911
Wheels	IMPROVED DANDY	November	1911
Automatic Cash Discount Register Company, Chicago, Illinois			
Pointer	THE PROFIT SHARER (non-coin)		1902
Automatic Coin Device Company, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1914
Automatic Machine Company, New York, New York			
Drop Cards	EMPIRE		1888
Drop Cards	AUTOMATIC POKER PLAYER		1889
Automatic Machine And Tool Company, Chicago, Illinois			
Card Reels	SUCCESS		1901
Card Reels	JUMBO SUCCESS		1901
Card Reels	JOCKEY		1901
Card Reels	JOCKEY CABINET		1901
Card Reels	MUSICAL JOCKEY		1901
Automatic Manufacturing Company, New York, New York			
Dice	POPE DICE MACHINE	February	1892
Dice	AUTOMATIC DICE SHAKING MACHINE		1892
Dice	AUTOMATIC DICE	January	1893
Automatic Novelty Company, Philadelphia, Pennsylvania			
Dice	(UNKNOWN)	June	1893
Automatic Novelty Company, Kansas City, Missouri			
Dice	(UNKNOWN)		1905
Automatic Novelty Company, New York, New York			
(Unknown)	(UNKNOWN)		1907
Automatic Novelty Machine Company, New York, New York			
Dice	AUTOMATIC DICE		1888
Automatic Trading Company, New York, New York			
Coin Drop	AUTOMATIC TRADER	June	1908
Automatic Vending Machine Company, New York, New York			
(Unknown)	(UNKNOWN)		1900
Louis Badaracco, San Francisco, California			
Drop Card	(UNKNOWN)		1905
F. H. Baldie, Seattle, Washington			
(Unknown)	(UNKNOWN)		1903
Baltimore Vending Machine Company, Baltimore, Maryland			
Dice	AUTOMATIC SHOW CASE	June	1895
Monroe Barnes Manufacturer, Bloomington, Illinois			
Wheel	FAIREST WHEEL (Later renamed due to lawsuit)	July	1895
Wheel	BONUS WHEEL	April	1897
Wheel	CRESCENT (CIGAR WHEEL)	April	1897
Barr And Company, Chicago, Illinois			
Roulette	(UNKNOWN)	April	1906
W. R. Bartley, Butte, Montana			
Card Reels	SUCCESS		1904
Bartley And McFarland, Seattle, Washington			
Card Reels	SUCCESS		1903
Baxter And Ellis, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1904
Bay City Novelty Company, Bay City, Michigan			
(Unknown)	(UNKNOWN)		1897
Baynard Novelty And Machine Works, Denver, Colorado			
(Unknown)	(UNKNOWN)		1900
Henry A. Behn, Union Hill (Union City), New Jersey			
Race Game	(UNKNOWN)	May	1889
Belk, Schafer And Company, Alton, Illinois			
Cigar Vender	HUMMER (CIGAR SELLER)	October	1896
Jonas D. Bell And Company, Chicago, Illinois			
Number Reel	NICKELSCOPE	January	1897
Number Reel	PENNYSCOPE	January	1897
Number Reel	HOW IS YOUR LUCK		1898
Number Reel	(WRIGLEY) TRY YOUR LUCK		1899
Number Reel	WRIGLEY'S SLOT MACHINE		1899
Pinfield	(WRIGLEY'S) DEWEY		1899

Manufacturer and Location / Format	Name	Date	
Number Reel	VICTORY TRADE MACHINE		1903
Bell Fruit Vending Company, Streater, Illinois			
(Unknown)	COIN-GETTER	December	1913
Bennett And Company, Kalamazoo, Michigan			
Wheel	STAR GREEN (H. Vantongeren)		1900
Wheel	STUCKEY CIGAR		1900
Paul E. Berger Manufacturing Company, Chicago, Illinois			
Card Reels	SUCCESS		1899
Card Reels	JUMBO SUCCESS		1899
Roulette	MONTE CARLO		1899
Card Reels	PERFECTION CARD		1901
Best Novelty Company, Hartford, Connecticut			
Coin Drop	WIZARD		1904
Beyer And Company, Seattle, Washington			
(Unknown)	(UNKNOWN)		1901
Charles C. Bishop And Company, St. Louis, Missouri			
Dice	THE TRIOGRAPH	November	1889
Frederick W. Bishop, Los Angeles, California			
Coin Drop	TEN POCKET	July	1893
Coin Drop	NINE POCKET		1893
Boardman Rubber Stamp Works, Toledo, Ohio			
Dice	SLOT DICE	November	1892
Issac T. Bomar, Campbellsville, Kentucky			
Bell Flip	DOLL PITCH	March	1895
W.A. Bradford Company, San Francisco, California			
Dice	(UNKNOWN)		1901
Bradford Novelty Machine Company, San Francisco, California			
Dice	THE LARK		1907
Bradford Novelty Company, Providence, Rhode Island			
Pinfield	LITTLE GEM FORTUNE TELLER		1913
Pinfield	LITTLE GEM		1913
Charles A. Breyfogle, Allentown, Pennsylvania			
Pinfield	(UNKNOWN)	January	1912
Brunhoff Manufacturing Company, Cincinnati, Ohio			
Wheel	FIVE CIGARS	April	1898
Wheel	AUTOMATIC VOTE RECORDER AND CIGAR SELLER	April	1898
Dice	CRAZY	November	1898
Dice	CIGAR CUTTER		1899
Spinner	SPINNING TOP	May	1899
Wheel	SLOTLESS (CIGAR CUTTER) (non-coin)		1903
Pinfield	DAISY ("Hump Back")		1907
Bryant Pattern And Novelty Company, Detroit, Michigan			
Wheel	(UNKNOWN)	February	1902
L.H. Buchanan And Company, Pasadena, California			
Pinfield	THE PYRAMID		1892
Bucyrus Manufacturing Company, Bucyrus, Ohio			
Dice	DICE BOX	October	1891
Dice	ELECTRIC DICE	October	1891
Dice	ECLIPSE	October	1891
Dice	RIVAL		1892
Dice	AUTOMATIC DICE SHAKER		1902
Herbert H. Buxbaum, Philadelphia, Pennsylvania			
Dice	(UNKNOWN)	June	1893
The Caille Brothers Company, Detroit, Michigan			
Wheel	BUSY BEE NO.1		1901
Wheel	BUSY BEE NO.2		1901
Wheel	BUSY BEE NO.3		1901
Wheel	BUSY BEE NO.4		1901
Wheel	BUSY BEE NO.5		1901
Card Reels	SUCCESS	July	1901
Card Reels	COUNTER SUCCESS	July	1901
Card Reels	JUMBO SUCCESS	July	1901
Card Reels	ROYAL JUMBO	July	1901
Card Reels	PERFECTION		1901
Card Reels	QUINTETTE		1901
Wheel	SEARCHLIGHT	April	1902
Wheel	(TRADE OR CASH) SEARCHLIGHT	April	1902

Manufacturer and Location Format	Name	Date	
Coin Drop	SUNBURST		1903
Wheels	CALIFORNIA BEAR	May	1904
Pop Cards	SENSATIONAL		1904
Card Reels	HY-LO (COUNTER)		1904
Card Reels	HY-LO		1904
Card Reels	HY-LO GUM VENDER		1904
Wheel	WASP		1904
Wheel	WASP (COUNTER)		1904
Card Reels	GOOD LUCK		1904
Number Reels	GOOD LUCK		1904
Card Reels	GOOD LUCK (SWIVEL BASE)		1904
Number Reels	GOOD LUCK (SWIVEL BASE)		1904
Card Reels	GOOD LUCK SPECIAL		1904
Number Reels	GOOD LUCK SPECIAL		1904
Fruit Reels	MERCHANT		1904
Spot Reel	ELK		1905
Spot Reel	IMPROVED AUTOMATIC CHECK PAYING CARD MACHINE	June	1905
Card Reels	IMPROVED SUCCESS	June	1905
Card Reels	IMPROVED COUNTER SUCCESS	June	1905
Card Reels	IMPROVED JUMBO SUCCESS	June	1905
Card Reels	COUNTER JUMBO	June	1905
Number Reels	PURITAN		1905
Number Reels	CLIPPER		1905
Card Reels	JOCKEY		1905
Card Reels	JOCKEY (CABINET)		1905
Card Reels	BANKER		1906
Card Reels	BANKER (SWIVEL BASE)		1906
Card Reels	(PLAIN) BANKER		1906
Drop Cards	DRAW POKER		1906
Drop Cards	(COUNTER) DRAW POKER		1906
Number Reels	REGISTER		1906
Card Reels	GLOBE		1906
Card Reels	(COUNTER) GLOBE		1906
Drop Cards	RELIANCE		1906
Spot Reel	SPECIAL (SPECIAL AUTOMATIC CHECK PAYING CARD MACHINE)		1906
Novelty Reel	TIGER		1907
Spot Reel	TIGER		1907
Number Reels	HIAWATHA		1907
Dice	WINNER DICE		1907
Number Reels	BON TON		1907
Number Reels	BON TON SIDE VENDER		1907
Card Reels	PILGRIM STYLE A		1908
Fruit Reels	PILGRIM STYLE B		1908
Number Reels	PILGRIM STYLE C		1908
Number Reels	PILGRIM STYLE D		1908
Spot Reel	SPECIAL TIGER		1908
Novelty Reel	SPECIAL TIGER		1908
Spot Reel	SPECIAL TIGER GUM VENDER		1909
Number Reels	NEW PURITAN		1909
Number Reels	CHECK-PAY PURITAN		1909
Number Reels	JUMBO PURITAN		1910
Dice Reels	MATADOR		1910
Number Reels	LA WA-WO-NA		1910
Spot Reels	MAYFLOWER STYLE A		1910
Fruit Reels	MAYFLOWER STYLE B		1910
Number Reels	MAYFLOWER STYLE C		1910
Number Reels	MAYFLOWER STYLE D		1910
Card Reels	MAYFLOWER		1910
Pinfield	LITTLE DREAM		1910
Spot Reel	IMPROVED SPECIAL TIGER		1910
Spot Reel	LE TIGRE (3-Way)		1910
Spot Reel	LE TIGRE (5-Way)		1910
Baseball Reel	BASEBALL ("The Tiger")		1910
Novelty Reel	CHECK BOY		1910
Pinfield	INDIAN PIN POOL		1911
Spot Reel	NEW SPECIAL TIGER (Side Handle)		1911
Novelty Reel	JEWEL	May	1911

Manufacturer and Location Format	Name	Date	
Baseball Reel	IMPROVED BASE-BALL		1911
Novelty Reel	COMET		1911
Novelty Reel	LE COMETE 3-WAY		1911
Novelty Reel	LE COMETE 5-WAY		1911
Wheel	MASCOT		1912
Wheels	DANDY GUM VENDER		1912
Wheel	LINCOLN (CIGARS)		1912
Wheel	LINCOLN (MONEY)		1912
Wheel	LINCOLN (TRADE)		1912
Number Reel	BIG STAR SIX		1912
Caille-Richards Company, Union City, Michigan			
Pinfield	LITTLE WONDER		1902
Movable Marker	LION, JR.		1902
Caille-Schiemer Company, Detroit, Michigan			
Wheel	THE BUSY BEE		1901
California Machine Company, San Francisco, California			
Drop Cards	TUXEDO		1906
Leo Canda Company, Cincinnati, Ohio			
Card Reels	MODEL CARD MACHINE	August	1893
Card Reels	NEW CARD MACHINE		1893
Number Reels	POLICY MACHINE		1893
Dice Reels	DICE MACHINE		1893
Plunger	TRADE VENDING MACHINE		1893
Card Reels	GIANT (CARD)		1894
Card Reels	GIANT COUNTER CARD		1894
Number Reels	GIANT POLICY		1894
Number Reels	COUNTER GIANT POLICY		1894
Dice Reels	GIANT DICE		1894
Dice Reels	COUNTER GIANT DICE		1894
Pointer	GIANT ARROW		1894
Pointer	COUNTER GIANT ARROW		1894
Pinfield	THE EAGLE		1894
Card Reels	NEW CARD MACHINE		1894
Number Reels	NEW POLICY MACHINE		1894
Dice Reels	NEW DICE MACHINE		1894
Card Reels	BONANZA		1895
Card Reels	SUCCESS CARD MACHINE		1895
Card Reels	SUCCESS		1896
Card Reels	COUNTER SUCCESS		1896
Pinfield	THE TOWER		1896
Number Reels	FIGARO	January	1897
Card Reels	ACME		1897
Card Reels	EXCELSIOR		1897
Card Reels	CHECK EXCELSIOR		1897
Card Reels	COUNTER EXCELSIOR		1897
Card Reels	COUNTER CHECK EXCELSIOR		1897
Roulette	IMPROVED ROULETTE		1897
Drop Cards	THE SHUFFLER		1897
Card Reels	SUCCESS		1898
Card Reels	COUNTER SUCCESS		1898
Card Reels	PERFECTION CARD		1898
Number Reels	PERFECTION FIGARO		1898
Card Reels	JUMBO SUCCESS		1898
Card Reels	COUNTER JUMBO SUCCESS		1898
Card Reels	UPRIGHT CARD MACHINE		1898
Card Reels	ROYAL CARD MACHINE		1898
Card Reels	COUNTER PERFECTION		1898
Number Reels	UPRIGHT FIGARO		1898
Number Reels	FIGARO CHECK		1898
Number Reels	UPRIGHT POLICY		1898
Card Reels	JUMBO		1898
Card Reels	CHECK JUMBO		1898
Card Reels	COUNTER JUMBO		1898
Card Reels	COUNTER CHECK JUMBO		1898
Card Reels	JUMBO GIANT		1898
Card Reels	CLOVERLEAF		1899
Card Reels	SKYSCRAPER	January	1900

Manufacturer and Location / Format	Name	Date	
Card Reels	CANDA CARD MACHINE	January	1900
Leo Canda Manufacturing Company, Cincinnati, Ohio			
Card Reels	SUCCESS	May	1902
Card Reels	JUMBO SUCCESS	May	1902
Card Reels	LITTLE PERFECTION	May	1902
Card Reels	UPRIGHT CARD		1902
Number Reels	FIGARO		1902
Card Reels	JUMBO		1902
Card Reels	COUNTER JUMBO		1902
Card Reels	JUMBO GIANT		1902
Card Reels	QUINTETTE		1902
Card reels	HAMILTON		1903
Dice Reels	DICE MACHINE		1903
Card Reels	CLOVER		1903
Roulette	ROULETTE		1903
Card Reels	AUTOMATIC CARD MACHINE		1903
Cato Novelty Works, Lakeview, Michigan			
(Unknown)	(UNKNOWN)		1893
Cawood Novelty Company, Danville, Illinois			
Wheel	PANAMA CANAL		1913
Wheel	PLAY BALL		1913
Chicago Nickel Works, Chicago, Illinois			
Race Game	AUTOMATIC RACE TRACK		1889
Cincinnati Automatic Machine Company, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1895
Cincinnati Novelty Manufacturing Company, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1892
Clark Novelty Manufacturing Company, Detroit, Michigan			
(Unknown)	(UNKNOWN)		1889
Clawson Machine Company, Newark, New Jersey			
Coin Drop	LIVELY CIGAR SELLER	November	1897
Wheel	FAIREST WHEEL		1898
Card Reels	PERFECTION CARD		1898
Card Reels	SUCCESS		1899
Card Reels	JUMBO SUCCESS		1899
Card Reels	JUMBO		1899
Card Reels	JUMBO GIANT		1899
Card Reels	CLOVERLEAF (PINOCHLE SUCCESS)		1899
Card Reels	CARD MACHINE		1899
Clawson Slot Machine Company, Newark, New Jersey			
Dice	DICE TOSSER No.1		1889
Dice	DICE TOSSER No.2		1889
Dice	HOO DOO CIGAR CUTTER		1889
Dice	AUTOMATIC DICE (SHAKER)	August	1890
Dice	AUTOMATIC FORTUNE TELLER		1890
Dice	(COUNTER) AUTOMATIC FORTUNE TELLER		1890
Dice	AUTOMATIC DICE SHAKER		1890
Dice	(COUNTER) AUTOMATIC DICE SHAKER		1890
Dice	TRY YOUR LUCK		1891
Dice	TRY YOUR FORTUNE		1891
Dice	DICE MACHINE		1892
Coin Drop	FAIR-SELLING MACHINE	September	1892
Coin Drop	PERFECT SELLING MACHINE		1892
Coin Drop	HAPPY THOUGHT		1893
Dice	AUTOMATIC SALESMAN	June	1893
Coin Drop	LIVELY CIGAR SELLER	June	1893
Coin Drop	HEADS AND TAILS	October	1893
Coin Drop	LIVELY CIGAR SELLER No.2	October	1893
Coin Drop	TEN TO ONE	December	1893
Roulette	THREE BALL	April	1895
Roulette	ONE BALL	August	1895
Card Reels	SUCCESS No.1		1895
W. H. Clune Manufacturer, Los Angeles, California			
Drop Cards	VICTOR		1900
Drop Cards	COMMERCIAL		1900
Coast Novelty Company, San Francisco, California			
(Unknown)	(UNKNOWN)		1903

Manufacturer and Location / Format	Name	Date
Coin Auto company, Hammond, Indiana		
(Unknown)	(UNKNOWN)	1909
Colby Specialty Supply Company, Chicago, Illinois		
Dice	COMBINATION LUNG TESTER	1892
Merriam Collins And Company, Decatur, Illinois		
Roulette	PEERLESS ADVERTISER (THE CODE)	April 1897
Columbia Manufacturing Company, Rochester, New York		
Card Reels	SUCCESS	1900
Columbia Novelty Manufacturing Company, Chicago, Illinois		
Punch	20TH CENTURY PROSPECTOR	February 1900
Columbian Automatic Card Machine Company, New York, New York		
Drop Cards	AUTOMATIC CARD MACHINE	1898
Columbian Automatic Machine Company, New York, New York		
Drop Cards	AUTOMATIC POKER PLAYER	1901
Columbian Machine Company, New York, New York		
Drop Cards	POKER CARD MACHINE	1901
Columbine Novelty Company, Denver, Colorado		
(Unknown)	(UNKNOWN)	1902
Comstock Novelty Works, Fort Wayne, Indiana		
Pinfield	THE PERFECTION	December 1897
Pointer	PERFECTION WHEEL	1898
Condon And Company, Vinalhaven, Maine		
Coin Drop	GAME O'SKILL	October 1903
Continental Novelty Manufacturing Company, Williamsville, New York		
(Unknown)	(UNKNOWN)	1908
Ralph B. Cooley, Brooklyn, New York		
Pointer	AUTOMATIC REGISTERING BANK	January 1891
Henry A. Cordray, Brenham, Texas		
Race Game	(UNKNOWN)	December 1886
J. Edward Cowles And Company, New York, New York		
Pointer	PILOT	1899
Cowper Manufacturing Company, Chicago, Illinois		
Wheel	THE MIDGET	September 1897
Wheel	MASCOT	1897
Race Game	MINIATURE RACE TRACK	1897
Coin Drop	NEW DROP CASE	1897
Coin Drop	DONKEY	1897
Dice	DICE MACHINE	1897
(Unknown)	FIRE EAGLE	1898
Roulette	WINNER ROULETTE	1898
Card Reels	PERFECTION CARD	1902
Pointer	STAR POINTER (non-coin)	1902
Drop Cards	DRAW POKER	1906
Card Reels	LITTLE DUKE	1906
Number Reels	PURITAN	1906
Pinfield	THE IDEAL	1906
Card Reel	THE ELK	1907
Coyle And Rogers, Washington, District of Columbia		
Dice	ELECTRICAL DICE	September 1888
Dice	AUTOMATIC DICE	October 1888
Dice	AUTOMATIC ADVERTISER	October 1888
Dice	AUTOMATIC DICE VENDING MACHINE	April 1889
Race Game	AUTOMATIC RACE COURSE	January 1890
Crooks And Crooks, San Francisco, California		
Drop Cards	2-PLAYER POKER	October 1896
Drop Cards	3-PLAYER POKER	April 1897
John Henry Davis, Chicago, Illinois		
Pointer	THE DEWEY SALESMAN	May 1897
Davis Novelty Company, Manistee, Michigan		
(Unknown)	(UNKNOWN)	1897
Decatur Fairest Wheel Company, Decatur, Illinois		
Wheel	FAIREST WHEEL	December 1894
Wheel	DISCOUNT WHEEL	February 1895
Wheel	IMPROVED FAIREST WHEEL	January 1896
Wheel	IMPROVED DISCOUNT WHEEL	January 1896
Decatur Fairest Wheel Works, Decatur, Illinois		
Wheel	FAIREST WHEEL No.1	1897

Manufacturer and Location / Format	Name	Date
Wheel	FAIREST WHEEL No.2	1897
Wheel	FAIREST WHEEL No. 3	1899
Decatur Novelty Works, Decatur, Illinois		
Wheel	(UNKNOWN)	1896
George Deddens Distillery Company, Cincinnati, Ohio		
(Unknown)	(UNKNOWN)	1908
Reinhold F. DeGrain, Washington, District of Columbia		
Dice Reels	(UNKNOWN)	April 1890
Dice Reels	(UNKNOWN)	December 1892
Victor P. DeKnight, Washington, District of Columbia		
Wheel	(UNKNOWN)	April 1894
William Dennings, National Military Home (Dayton), Ohio		
Wheel	GAME WHEEL	February 1882
Wheel	GAME WHEEL No.2	August 1885
Denver Novelty Works, Denver, Colorado		
(Unknown)	(UNKNOWN)	1890
Detroit Brass And Iron Novelty Company, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1904
Detroit Coin Machine Company, Detroit, Michigan		
Number Reels	PURITAN	March 1905
Detroit Manufacturing Novelty Company, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1895
Diamond Novelty Company, Syracuse, New York		
Poker Reels	PERFECTION CARD	1904
William Diebel, Philadelphia, Pennsylvania		
Wheels	(UNKNOWN)	May 1894
Charles L. Dobrick, New York, New York		
Wheel	(UNKNOWN)	November 1891
Albert S. Drais, San Francisco, California		
(Unknown)	(UNKNOWN)	1898
George Draper And Sons, Hopedale, Massachusetts		
Wheels	(UNKNOWN)	January 1893
Drobisch Brothers And Company, Decatur, Illinois		
Pinfield	ADVERTISING REGISTER	June 1896
Wheel	BONUS WHEEL	December 1896
Wheel	VICTOR	January 1897
Wheel	(UNKNOWN)	March 1897
Pointer	STAR ADVERTISER	March 1897
Dice	No.5 MONARCH DICE MACHINE	April 1897
Wheel	(UNKNOWN)	April 1897
Pointer	THE LEADER	1897
Peter Drummer, Corning, New York		
Dice	(UNKNOWN)	November 1890
David W. Dunn, Ashland, Kentucky		
Wheels	BICYCLE RIDER	July 1915
Dunn Brothers, Anderson, Indiana		
Marbles	PERFECTION (Round Globe)	1905
Dice	WRIGLEY DICE MACHINE	1905
Marbles	PERFECTION (Straight Globe)	1906
Eagle Amusement Machine/E.A.M.		
Dice	EAGLE	1899
Eagle Manufacturing Company, Detroit, Michigan		
Dice	EAGLE	1892
Henry J. Eastman, San Francisco, California		
(Unknown)	(UNKNOWN)	1905
Raphael E. Ebersole, Roanoke, Indiana		
Pinfield	DAISY	July 1897
Eclipse Novelty Works, Denver, Colorado		
(Unknown)	(UNKNOWN)	1904
William Edge, Orange, New Jersey		
Dice	(UNKNOWN)	October 1892
Electrical Supply Company, Sacramento, california		
(Unknown)	(UNKNOWN)	1904
Martin Elzas, Los Angeles, California		
Dice	(UNKNOWN)	April 1907
Henry T. Emeis, Salt Lake City, Utah		
Pinfield	(UNKNOWN)	September 1897

Manufacturer and Location Format	Name	Date
Ennis And Carr, Syracuse, New York		
Dice	PERFECTION	1904
Erickson, Portland, Oregon		
Dice	LOG CABIN	1898
Eureka Novelty Sales Company, Eureka, California		
(Unknown)	EUREKA	1902
H. C. Evans And Company, Chicago, Illinois		
Wheel	STAR POINTER (non-coin)	June 1903
Race Game	LITTLE BILLIKIN	1907
Roulette	CUBE ROULETTE	1907
Race Game	RACE TRACK	1919
Excelsior Race Track Company, Chicago, Illinois		
Race Game	EXCELSIOR	1890
A. Feinberg Company, Rochester, New York		
Card Reels	SUCCESS	1904
Charles Fey And Company, San Francisco, California		
Wheel	SKILL MACHINE	1895
Pointer	THREE SPINDLE	1896
Pointer	KLONDIKE	1897
Number Reels	POLICY	1897
Number Reels	4-11-44	1897
Drop Cards	PAYING TELLER	1897
Card Reels	THE DUKE	1899
Drop Cards	DRAW POKER	1905
Card Reel	ELK	1905
Dice	ON THE SQUARE	1907
Dice	ON THE LEVEL	1907
Roulette	SKILL ROLL	1907
Dice	AUTOMATIC DICE BOX	1907
Roulette	TRIPLE ROULETTE	1909
A. J. Fisher And Company, Pittsburgh, Pennsylvania		
Pinfield	THE LEGAL	1908
Pinfield	(ORIGINAL) PREMIUM	1910
Flour City, Minneapolis, Minnesota		
Race Game	AUTOMATIC RACE COURSE	1889
O. H. Flower, Cincinnati, Ohio		
(Unknown)	(UNKNOWN)	1912
J. L. Foley Manufacturing Company, Chicago, Illinois		
Drop Cards	DRAW POKER	1906
Fortune Machine Works, Chicago, Illinois		
Coin Drop	FORTUNE TELLER	1903
Benjamin F. Fowler, Minneapolis, Minnesota		
(Unknown)	(UNKNOWN)	February 1901
Richard K. Fox, New York, New York		
Race Game	FRENCH RACE GAME	October 1889
Race Game	EXCELSIOR	October 1889
Dice	IMPROVED DICE GAME	April 1890
Charles A. French, Boston, Massachusetts		
Wheels	(UNKNOWN)	July 1894
Friedman And Company, Chicago, Illinois		
Pinfield	SONG DICK	1898
Charles J. Froeleich Novelty Company, Utica, New York		
(Unknown)	(UNKNOWN)	1891
J. H. Gasser, Webster, Massachusetts		
(Unknown)	(UNKNOWN)	1899
Gayton Novelty Company, Providence, Rhode Island		
Pinfield	(UNKNOWN)	1906
G. R. Gibson, Denver, Colorado		
(Unknown)	(UNKNOWN)	1907
Gillet, Hunter And Company, Springfield, Illinois		
(Unknown)	(UNKNOWN)	1887
Gillet Novelty Company, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1903
Gisha Company, Anderson, Indiana		
(Unknown)	(UNKNOWN)	1912
Grand Rapids Novelty Manufacturing Company, Grand Rapids, Michigan		
(Unknown)	(UNKNOWN)	1893

Manufacturer and Location / Format	Name	Date
Grand Rapids Slot Machine Company, Grand Rapids, Michigan		
Pointer	ECLIPSE	1894
Great Western Products Company, Kansas City, Missouri		
(Unknown)	(UNKNOWN)	1917
M. O. Griswold And Company, Rock Island, Illinois		
Dice	DICE MACHINE	1892
Card Reels	CARD MACHINE	1892
Wheel	WHEEL OF FORTUNE	October 1893
Wheel	BLACK CAT	1895
Roulette	ROULETTE	1899
Wheel	NEW IDEA	1900
Wheel	THE BIG THREE	1901
Griswold Manufacturing Company, Rock Island, Illinois		
Wheel	STAR	March 1905
Wheel	SELF PAY	1916
Wheel	NEW STAR	1919
Grove Brothers, Philadelphia, Pennsylvania		
Dice Reels	POKER-DICE	April 1893
L. G. Grund, Philadelphia, Pennsylvania		
Card Reels	CARD MACHINE	1903
Hamilton Manufacturing Company, Hamilton, Ohio		
Card Reels	SUCCESS	1902
Card Reels	THE HAMILTON	1903
Card Reels	COUNTER HAMILTON	1903
Pinfield	DAISY ("Diamond Top")	1905
Pinfield	DAISY NO BLANK ("Bread Loaf Top")	1907
Hammond And Jones, Baltimore, Maryland		
Race Game	HORSE RACE	1888
Hawes, Butman And Company, Boston, Massachusetts		
Race Game	(UNKNOWN)	March 1876
Charles W. Heeg, St. Louis, Missouri		
(Unknown)	(UNKNOWN)	1891
G. Henry And Company, Chicago, Illinois		
Dice	(UNKNOWN)	1895
Homer A. Herr Mechanical Engineer, Philadelphia, Pennsylvania		
Dice	(UNKNOWN)	June 1893
Hiawatha Manufacturing Company		
Number Reels	HIAWATHA	1907
Hillsboro Wooden Ware Company, Hillsboro, Ohio		
Pinfield	THE HILLSBORO	1897
T. F. Holtz And Company, San Francisco, California		
Card Reels	BROWNIE	1896
Card Reels	CARD MACHINE	1896
J. And E. Homan Machinists, New York, New York		
Dice	(UNKNOWN)	October 1893
Home Novelty Company, Cincinnati, Ohio		
(Unknown)	(UNKNOWN)	1899
Home Novelty Company Limited, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1907
Howard Novelty Company, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1909
Howard Novelty Company, St. Louis, Missouri		
(Unknown)	(UNKNOWN)	May 1912
Hudson Moore Company, New York, New York		
Race Game	RACE	1889
Dice	POKER DICE	July 1891
Dice	AUTOMATIC DICE SHAKING MACHINE	1892
Card Reels	AUTOMATIC POKER PLAYER	1893
Roulette	AUTOMATIC ROULETTE	1893
Roulette	IMPROVED AUTOMATIC ROULETTE	1894
Card Reels	PERFECTION	1894
Card Reels	UPRIGHT PERFECTION	1894
Charles D. C. Huestis Manufacturer, Seattle, Washington		
Pinfield	COMSTOCK	1898
Huffman Novelty Company, New Haven, Connecticut		
Pinfield	(UNKNOWN)	1914
I Will Novelty Company, Chicago, Illinois		

Manufacturer and Location / Format	Name	Date	
Dice	I WILL		1894
Ideal Manufacturing Company, Chicago, Illinois			
(Unknown)	(UNKNOWN)		1889
Ideal Toy Company, Chicago, Illinois			
Drop Cards	SAMPLE EXHIBITOR	April	1890
Drop Cards	CARD EXHIBITING MACHINE	April	1890
Dice	(UNKNOWN)	May	1891
Drop Cards	IMPROVED SAMPLE EXHIBITOR	October	1891
(Unknown)	(UNKNOWN)	April	1892
Illinois Axle Skein And Nut Lock company, Pana, Illinois			
(Unknown)	(UNKNOWN)		1906
Martin G. Imbach, Brooklyn, New York			
Dice	(UNKNOWN)	June	1891
Imperial Manufacturing Company, Chester, Pennsylvania			
Dice	IMPERIAL		1898
Dice	IS IT ANY OF YOUR BUSINESS?		1899
Industry Novelty Company, Chicago, Illinois			
Pinfield	PREMIUM TRADER		1918
Pinfield	SILENT SALESMAN		1918
Shooter	TARGET PRACTICE		1918
Fruit Reels	THE TRADER		1918
Baseball Reel	1918 BASEBALL		1918
LeGrand Ingersoll, Denver, Colorado			
(Unknown)	(UNKNOWN)		1891
International Automatic Machine Company, Cincinnati, Ohio			
Pinfield	(UNKNOWN)		1892
Iowa Paper Company, Waterloo, Iowa			
(Unknown)	(UNKNOWN)		1910
Conrad Jackson Desk Company, Cincinnati, Ohio			
Wheel	GAME O'SKILL		1902
Jaeger Automatic Machine Company, Philadelphia, Pennsylvania			
(Unknown)	(UNKNOWN)		1899
Harry S. Jarboe, Trenton, New Jersey			
Pointer	THE ADVERTISER	September	1901
William C. Jones Machine Shop, Niantic, Illinois			
Pointer	AUTOMATIC TRADE CLOCK	February	1903
Pointer	AUTOMATIC WIZARD CLOCK	September	1904
Jones Novelty Company, Rochester, New York			
Card Reels	JONES CARD MACHINE		1892
Jones Novelty Company, Danville, Illinois			
(Unknown)	(UNKNOWN)		1919
Jorgensen Manufacturing Company, Detroit, Michigan			
(Unknown)	(UNKNOWN)		1905
Kalamazoo Shutter Company, Kalamazoo, Michigan			
(Unknown)	(UNKNOWN)		1902
Keane Novelty Company, Chicago, Illinois			
Dice	SQUARE DEAL (non-coin)	May	1891
Coin Drop	CIGAR CUTER	April	1892
Philip Keller, Springfield, Massachusetts			
Dice	(UNKNOWN)		1900
Kelley Manufacturing Company, Chicago, Illinois			
Coin Drop	FLIP FLAP		1901
Wheels	BICYCLE		1902
Card Reels	COUNTER PERFECTION		1903
Number Reels	THE KELLEY		1903
Number Reels	THE NEW IMPROVED KELLEY		1905
Kellogg And Company, New York, New York			
Pointer	WHEEL OF FORTUNE (Horses)		1888
Pointer	WHEEL OF FORTUNE (Numbers)		1888
Clarence M. Kemp, Baltimore, Maryland			
Wheels	VOTING MACHINE	November	1889
Kennedy And Diss, Brooklyn, New York			
Race Game	AUTOMATIC RACE TRACK	October	1889
Card Reels	POKER SOLITAIRE	April	1890
George Kern, Peru, Illinois			
Pointer	(UNKNOWN)	March	1916
Pointer	(UNKNOWN)	June	1916

Manufacturer and Location Format	Name	Date
D. Kernan Manufacturing Company, Chicago, Illinois		
Drop Cards	THE SHUFFLER	1897
Roulette	IMPROVED ROULETTE	1897
Dice	DICE SLOT MACHINE	1897
Wheel	MIDGET	December 1898
Card Reels	SUCCESS	1901
Card Reels	JUMBO SUCCESS	1901
Keystone Automatic Company, Philadelphia, Pennsylvania		
(Unknown)	(UNKNOWN)	1902
The Klondike Slot Machine Company, Cincinnati, Ohio		
Pinfield	THE KLONDIKE	1899
Klondyke Prospector Manufacturing Company, Chicago, Illinois		
Coin Drop	KLONDYKE PROSPECTOR	March 1900
Oscar G. Klugel, Indianapolis, Indiana		
Dice	(UNKNOWN)	March 1892
Howard Knight, Trenton, New Jersey		
Wheel	(UNKNOWN)	October 1892
Knight Novelty Company, Marblehead, Massachusetts		
(Unknown)	(UNKNOWN)	1905
A. H. F. Kruse, Portland, Oregon		
Drop Cards	(UNKNOWN)	1904
Wheel	(UNKNOWN)	1909
Pointer	(UNKNOWN)	1914
LaBuff Manufacturing Company, Rochester, New York		
Card Reels	CARD MACHINE	1892
Latimer And Company, San Francisco, California		
Shooter	GAME O'SKILL	July 1893
Shooter	LITTLE HELPER	1896
Chas. Leonhardt, Jr. And Company, San Francisco, California		
Drop Cards	MONARCH CARD MACHINE	1894
Drop Cards	IMPROVED MONARCH CARD MACHINE	1895
Coin Drop	TWO FOR ONE SKILL	1895
Drop Cards	DRAW POKER	1895
C. C. Letts And Company, Chicago, Illinois		
Number Reels	(UNKNOWN)	1901
William T. Lewis, Buffalo, New York		
Dice	(UNKNOWN)	October 1892
Lewis Manufacturing Company, Minneapolis, Minnesota		
Race Game	(UNKNOWN)	1889
Lewis And Strobel, Philadelphia, Pennsylvania		
Card Reels	POKER SOLITAIRE	February 1891
Number Reels	4 CARD	February 1891
Liberty Manufacturing Company, Ltd., Kalamazoo, Michigan		
(Unknown)	(UNKNOWN)	1901
C. R. Light And Company, San Francisco, California		
(Unknown)	(UNKNOWN)	1901
James A. Lighthipe, San Francisco, California		
(Unknown)	(UNKNOWN)	1897
John Lighton Machine Company, Syracuse, New York		
Dice	DICE SHAKER	1892
Robert H. Little, Chicago, Illinois		
Pinfield	(UNKNOWN)	May 1891
Little Casino Amusement Company, Rochester, New York		
Card Reels	SUCCESS	1894
Little Giant Manufacturing Company, New Haven, Connecticut		
Coin Drop	(UNKNOWN)	1887
Loheide Manufacturing Company, St. Louis, Missouri		
Pointer	WIZARD CLOCK	1907
Ludington Novelty Works, Ludington, Michigan		
(Unknown)	(UNKNOWN)	1897
Edwin J. Lumley, Washington, District of Columbia		
Race Game	HORSE RACE	August 1889
Malcolm And Tratsch, Chicago, Illinois		
(Unknown)	(UNKNOWN)	1916
Charles T. Maley Novelty Company, Cincinnati, Ohio		
Dice	AUTOMATIC DICE SHAKING SLOT MACHINE	1893
Card Reels	MODEL CARD MACHINE	1893

Manufacturer and Location Format	Name	Date	
Number Reels	THE DART		1893
Card Reels	AUTOMATIC CARD MACHINE		1893
Dice	DICE MACHINE		1893
Dice	COMMON SENSED DICE MACHINE		1893
Pinfield	NICKEL TICKLER No.1		1893
Pinfield	NICKEL TICKLER No.2		1893
Pinfield	NICKEL TICKLER No.3		1894
Pointer	ECLIPSE		1894
Pinfield	PENNY TICKLER		1894
Pointer	DIAL		1894
Pinfield	CASHIER		1895
Card Reels	UPRIGHT PERFECTION		1897
Card Reels	PERFECTION CARD		1897
Card Reels	EXCELSIOR		1897
Pointer	TWO ARROW		1898
Horace A. Manley And Company, Boston, Massachusetts			
Wheel	(UNKNOWN)	August	1893
Mansfield Brass Foundry, Mansfield, Ohio			
Roulette	ROULETTE		1893
George E. Maple, Great Falls, Montana			
Card Reels	CARD MACHINE		1893
Josiah T. Marean, Brooklyn, New York			
Race Game	RACE COURSE	November	1885
Marion Manufacturing company, Chicago, Illinois			
Dice	(UNKNOWN)	October	1891
George Mason And Company, Chicago, Illinois			
Race Game	MINIATURE RACE COURSE MACHINE		1888
Mason Manufacturing Company, Chicago, Illinois			
Coin Drop	(UNKNOWN)	June	1899
W. A. Mason, Philadelphia, Pennsylvania			
(Unknown)	(UNKNOWN)		1894
Mascot Machine Company, Chicago, Illinois			
Wheel	THE MASCOT	December	1894
J. T. Mathews And Company, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1894
Charles May, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1895
William McClellan, Danbury, Connecticut			
Dice	BOARD OF TRADE		1907
McCusker Supply Company, Philadelphia, Pennsylvania			
(Unknown)	(UNKNOWN)		1906
William C. McDowell, Beaver, Pennsylvania			
Pinfield	(UNKNOWN)	March	1906
George C. McGovern, Richmond, Virginia			
Race Game	(UNKNOWN)		1895
Edward S. McLoughlin, New York, New York			
Pointer	BANKER WHO PAYS		1876
Pointer	GUESSING BANK		1878
Pointer	DRINKS		1878
Pointer	PRETTY WAITER GIRL		1880
W. Nichols McManus, New York, New York			
Race Game	RACE TRACK	June	1888
Race Game	COUNTER RACE TRACK		1888
Race Game	IMPROVED RACE TRACK	November	1888
Race Game	RACE TRACK	February	1889
Race Game	COUNTER RACE TRACK	February	1889
Mead And Taylor, Detroit, Michigan			
Wheel	THE DEWEY		1900
Menu Wheel Company, Cincinnati, Ohio			
Pointer	MENU WHEEL	October	1904
Michigan Metal And Wood Novelty Works, Detroit, Michigan			
(Unknown)	COLUMBIAN		1893
Michigan Sales Company, Detroit, Michigan			
(Unknown)	(UNKNOWN)		1909
Milark Manufacturing Company, Chicago, Illinois			
Roulette	ROULETTE		1903

Manufacturer and Location Format	Name	Date	
H. L. Miles Novelty Works, Denver, Colorado			
(Unknown)	(UNKNOWN)		1904
Miller Novelty Company, Chicago, Illinois			
Pinfield	LITTLE DREAM		1904
Pinfield	LITTLE DREAM PLAY BASEBALL		1907
F. W. Mills Manufacturing Company, Hoboken, New Jersey			
Card Reels	AUTOMATIC CARD MACHINE	October	1900
Wheel	LITTLE KLONDIKE	April	1901
Coin Drop	THE BOOSTER	January	1902
F. W. Mills Manufacturing Company, Chicago, Illinois			
Novelty Reel	PREMIUM TRADER		1917
MBM Cigar Vending Machine Company, Chicago, Illinois			
Pinfield	HORSE SHOE		1897
Mills Novelty Company, Chicago, Illinois			
Roulette	LITTLE MONTE CARLO		1898
Card Reels	PERFECTION CARD		1898
Card Reels	UPRIGHT PERFECTION CARD		1898
Card Reels	CHECK CARD		1898
Number Reels	CHECK FIGARO		1898
Number Reels	CHECK POLICY		1898
Card Reels	JUMBO SUCCESS		1898
Number Reels	JUMBO SUCCESS		1898
Card Reels	SUCCESS		1898
Number Reels	SUCCESS		1898
Card Reels	THE GIANT		1898
Card Reels	THE JUMBO		1898
Card Reels	COUNTER THE JUMBO		1898
Card Reels	LITTLE DUKE		1898
Card Reels	THE CHECK JUMBO		1900
Card Reels	JUMBO SUCCESS No.2 ("Big Success")		1900
Card Reels	SUCCESS No.3 ("Little Success")		1900
Card Reels	JUMBO GIANT		1900
Dice	I WILL	January	1900
Card Reels	JOCKEY		1900
Card Reels	JOCKEY CARD ("Cabinet Jockey")		1900
Drop Cards	YOU'RE NEXT (5-Way)		1900
Drop Cards	YOU'RE NEXT (4-Way)		1900
Card Reels	UPRIGHT CARD MACHINE		1901
Card Reels	CHECK UPRIGHT CARD MACHINE		1901
Card Reels	SUCCESS No.4 ("Little Success")		1901
Card Reels	JUMBO SUCCESS No.4 ("Big Success")		1901
Coin Drop	LITTLE KNOCKER		1902
Card Reels	LITTLE PERFECTION ("Round Top")		1902
Roulette	IMPROVED LITTLE MONTE CARLO		1902
Pinfield	GAME O'SKILL		1902
Card Reels	BEN FRANKLIN	December	1902
Card Reels	UPRIGHT PERFECTION	December	1902
Card Reels	CHECK UPRIGHT PERFECTION	December	1902
Card Reels	SUCCESS No.5 ("Little Success")		1902
Card Reels	JUMBO SUCCESS No.5 ("Big Success")		1902
Card Reels	SUCCESS No.6 ("Little Success")		1902
Card Reels	JUMBO SUCCESS No.6 ("Big Success")		1902
Card Reels	IMPROVED JOCKEY		1902
Card Reels	IMPROVED JOCKEY ("Cabinet Jockey")		1902
Wheel	BULL'S EYE (1-Way)		1902
Wheel	BULL'S EYE (5-Way)		1902
Wheel	NEW IDEA CIGAR MACHINE (non-coin)	January	1903
Card Reels	IMPROVED LITTLE PERFECTION		1903
Roulette	1903 LITTLE MONTE CARLO (1-Way)		1903
Roulette	1903 LITTLE MONTE CARLO (5-Way)		1903
Dice	1903 I WILL		1903
Card Reels	JUMBO SUCCESS No.7 ("Big Success")		1903
Card Reels	JUMBO SUCCESS, JR.		1903
Card Reels	SUCCESS No.8 ("Little Success")		1903
Card Reels	SUCCESS JR.		1902
Drop Cards	RELIABLE		1903
Drop Cards	KING DODO (5-Way)		1903

Manufacturer and Location Format	Name	Date	
Drop Cards	KING DODO (3-Way)		1903
Pop Cards	FLORADORA		1903
Card Reels	HY-LO		1904
Drop Cards	1904 RELIABLE		1904
Drop Cards	DRAW POKER		1904
Number Reels	PURITAN		1904
Drop Cards	COMMERCIAL		1904
Drop Cards	COMMERCIAL VENDER		1904
Drop Cards	SPECIAL COMMERCIAL		1904
Drop Cards	COMMERCIAL ("Turntable")		1904
Drop Cards	SENTRY		1904
Card Reels	CALIFORNIA JACK		1904
Drop Cards	PEERLESS		1904
Card Reels	PEERLESS CALIFORNIA JACK		1904
Pointer	ARROW (CIGAR SALESMAN)		1904
Card Reels	SUPERIOR		1904
Card Reels	SUPERIOR WITH STAND		1904
Card Reels	NATIVE SON		1904
Card Reel	ELK ("Card Reel")	August	1905
Card Reel	ELK	March	1906
Novelty Reel	ELK		1906
Color Reel	EXPORT ELK		1906
Card Reel	SPECIAL		1906
Novelty Reel	SPECIAL		1906
Spot Reel	SPECIAL		1906
Novelty Reel	PILOT		1906
Spot Reel	PILOT		1906
Drop Cards	NEW DRAW POKER	April	1906
Spot Reel	IMPROVED ELK		1907
Drop Cards	VICTOR		1907
Drop Cards	SPECIAL VICTOR		1907
Drop Cards	VICTOR (MIRROR TOP)		1907
Card Reels	VICTOR CALIFORNIA JACK		1907
Pinfield	LITTLE DREAM		1907
Pointer	SKILL-A-GALLE	June	1907
Spot Reel	EAGLE ("Little Pilot")	June	1907
Color Reel	EAGLE ("Little Pilot')	June	1907
Novelty Reel	CHECK BOY ("Mythology Reel")		1907
Color Reel	CHECK BOY		1907
Novelty Reel	CHECK BOY GUM VENDER ("Mythology Reel")		1907
Color Reel	CHECK BOY GUM VENDER		1907
Drop Cards	NATIONAL		1907
Number Reels	IMPROVED PURITAN		1907
Card Reels	LITTLE GEM		1907
Dice	CRAP SHOOTER		1908
Dice	ON THE LEVEL		1909
Dice	PIPPIN	March	1909
Card Reel	IMPROVED SPECIAL		1909
Novelty Reel	IMPROVED SPECIAL		1909
Spot Reel	IMPROVED SPECIAL		1909
Number Reels	IMPERIAL PURITAN		1910
Card Reels	PILGRIM		1910
Card Reels	HY-LO		1910
Card Reels	COUNTER HY-LO		1910
Color Reel	E'LAN (ELK)		1910
Novelty Reel	SPECIAL EXPORT		1910
Color Reel	AEROPLANE		1910
Color Reel	L'AEROPLAN		1910
Baseball Reel	UMPIRE		1910
Pointer	PROFIT SHARING REGISTER STYLE A		1912
Pointer	PROFIT SHARING REGISTER STYLE B		1912
Pointer	PROFIT SHARING REGISTER STYLE C		1912
Coin Drop	(UNKNOWN)	February	1912
Pointer	ARROW		1913
Baseball Reel	IMPROVED UMPIRE		1913
Dice	PIPPIN JACKPOT		1914
Roulette	SCARAB		1914

Manufacturer and Location / Format	Name	Date	
Roulette	SCARAB (GUM) VENDER		1914
Wheels	DANDY VENDER		1915
Pointer	NEW ARROW		1916
Pinfield	SILENT SALESMAN		1916
Shooter	TARGET PRACTICE		1918
Shooter	STAR TARGET PRACTICE		1919
Milwaukee Furniture And Show Case Repairing Company, Milwaukee, Wisconsin			
Pinfield	(UNKNOWN)		1903
Modern Novelty Company, Detroit, Michigan			
(Unknown)	(UNKNOWN)		1895
Lionel H. Moise, San Francisco, California			
Drop Cards	(UNKNOWN)		1894
Charles Molitor Novelty Manufacturing Company, Chicago, Illinois			
Card Reels	JOCKEY	January	1900
Card Reels	FLOOR JOCKEY	January	1900
Monarch Card Machine Company, San Francisco, California			
Drop Cards	MONARCH CARD MACHINE		1895
Drop Cards	IMPROVED MONARCH CARD MACHINE		1895
Drop Cards	DRAW POKER		1896
Drop Cards	BROWNIE		1897
M. E. Moore, Chicago, Illinois			
Dice	DICE BOX (non-coin)		1887
Cornelius S. Morris, Moline, Illinois			
Pointer	(UNKNOWN)	December	1890
J. D. Morris, Portland, Oregon			
(Unknown)	(UNKNOWN)		1906
Mueller And Bader Novelty Company, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1895
Murdock And Murdock, Washington, District of Columbia			
Race Game	(UNKNOWN)	June	1889
Race Game	(UNKNOWN)	August	1890
D. P. Murphy, New York			
Race Game	(UNKNOWN)		1888
William H. Murphy, Brenham, Texas			
Race Game	(UNKNOWN)	December	1886
Murray, Spink And Company, Providence, Rhode Island			
Pointer	(UNKNOWN)	June	1892
Pointers	3 DIAL FORTUNE	June	1892
Samuel Nafew Company, New York, New York			
Coin Drop	TRADE VENDING MACHINE		1894
Drop Cards	LITTLE MODEL CARD MACHINE		1894
Drop Cards	MODEL CARD MACHINE		1895
Card Reels	MODEL		1896
Wheels	THE L.A.W. (BICYCLE)		1898
Nafew-Goldberg Company, New York, New York			
Dice	SQUARE DEAL	April	1893
Card Reels	CARD MACHINE		1894
National Manufacturing Company, New York, New York			
Roulette	LITTLE MONTE CARLO	November	1897
Coin Drop	THE DEWEY		1898
National Automatic Device Company, Minneapolis, Minnesota			
Race Game	AUTOMATIC RACE COURSE	February	1889
National Automaton Company, Washington Court House, Ohio			
Dice Reels	THE ELECTRICAL SHELL MAN	April	1893
T. J. Nertney Manufacturing Company, Ottawa, Illinois			
Wheel	COINOGRAPH SALESMAN		1898
Roulette	IMPROVED AUTOMATIC ROULETTE		1898
Card Reels	UPRIGHT PERFECTION		1898
Card Reels	JUMBO		1898
Card Reels	CHECK JUMBO		1898
Wheel	MASCOT		1898
L. Nessue, Portland, Oregon			
(Unknown)	(UNKNOWN)		1907
Frank Netschert, New York, New York			
(Unknown)	SLOT MACHINE	September	1904
New York Amusement Company, New York, New York			
Card Reels	(UNKNOWN)		1890

Manufacturer and Location / Format	Name	Date
Joseph Nichols, Chicago, Illinois		
Pointer	(UNKNOWN)	May 1897
Pointer	DEWEY SALESMAN	1898
Sidney T. Nimmo, Baltimore, Maryland		
Marbles	GAME-OF-CHANCE	May 1896
Edward J. Noble, Hartford, Connecticut		
Race Game	(UNKNOWN)	July 1905
Nonpariel Novelty Company, New Haven, Connecticut		
Pointer	(UNKNOWN)	1892
Northwestern Automatic Machine Company, Seattle, Washington		
(Unknown)	(UNKNOWN)	1902
Northwestern Novelty Company, Minneapolis, Minnesota		
Coin Drop	(UNKNOWN)	1898
Novelty Cigar Company, Portland, Oregon		
(Unknown)	(UNKNOWN)	1907
Novelty Iron Works, Allentown, Pennsylvania		
Pinfield	(UNKNOWN)	January 1912
Novelty Manufacturing Company, Chicago, Illinois		
(Unknown)	(UNKNOWN)	1891
Novelty Manufacturing Company, Los Angeles, California		
(Unknown)	(UNKNOWN)	1893
Novelty Manufacturing Company, South Grand Rapids, Michigan		
(Unknown)	(UNKNOWN)	1895
Novelty Manufacturing Company, Cincinnati, Ohio		
Card Reels	(UNKNOWN)	1895
Novelty Works Company, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1887
James D. O'Donoghue, Brooklyn, New York		
Race Game	(UNKNOWN)	October 1883
Oakland Novelty Company, Oakland, California		
Drop Cards	OAKLAND	1902
Ogden And Company, Chicago, Illinois		
Card Reels	CARD MACHINE	1897
Coin Drop	HEAD OR TAIL	1897
Dice	BIG SIX	1897
Coin Drop	THE HOOSIER	1898
Card Reels	UPRIGHT PERFECTION	1898
Pointer	DEWEY SALESMAN	1898
W. M. Ostrander And Company, Philadelphia, Pennsylvania		
(Unknown)	(UNKNOWN)	1896
Overton Manufacturing Company, Topeka, Kansas		
Wheel	THE WHEEL	1894
Pacific Electrical Works, San Francisco, California		
Poker Reels	PERFECTION	1895
Page Manufacturing Company, Chicago, Illinois		
Pointer	SALES INCREASER ("Drinks On The House")	1909
Pointer	SALES INCREASER ("Profits Shared")	1909
Pointer	SALES INCREASER ("Free Merchandise")	1909
Pana Enterprise Manufacturing Company, Pana, Illinois		
Pointer	NEW IMPROVED FAIREST WHEEL (THE FAIREST WHEEL)	1907
Park Novelty Company, Kalamazoo, Michigan		
Pointer	RED BIRD	1903
E. D. Parker And Company, Springfield, Ohio		
Wheel	SPIRAL	1904
Frank T. Parritt, Bloomington, Illinois		
Coin Drop	(CIGAR)	April 1897
C. Passow And Sons, Chicago, Illinois		
Card Reels	CHICAGO (PERFECTION)	1909
Patent Purchase Company, New York, New York		
Dice	HONEST DICE BOX (non-coin)	1892
Paupa And Hochriem, Chicago, Illinois		
Coin Drop	NEW TRADE MACHINE	November 1899
Card Reel	THE ELK (Model 7)	February 1904
Card Reel	ELK	1905
Spot Reel	PILOT (Model 8)	February 1906
Spot Reel	IMPROVED ELK (Model 9)	March 1906
Novelty Reel	GOOSE	1906

Manufacturer and Location / Format	Name	Date	
Novelty Reel	DUCK		1906
Color Reel	EAGLE		1906
Dice	CRAP SHOOTER		1906
Card Reel	SPECIAL ELK	January	1907
Novelty Reel	COMET (Model 10)		1910
Novelty Reel	LA COMETE (Model 10)		1910
Shooter	(UNKNOWN)		1917
Shooter	(UNKNOWN)		1917
Pearsall And Finkbeiner, Syracuse, New York			
Coin Drop	(UNKNOWN)	June	1898
Wheel	(UNKNOWN)	June	1898
Peerless Manufacturing Company, Fenton, Michigan			
(Unknown)	(UNKNOWN)		1893
Orin L. Percival, Champaign, Illinois			
Wheel	CIGAR WHEEL	August	1896
Perfection Manufacturing Company, Detroit, Michigan			
(Unknown)	PERFECTION		1897
Perfection Novelty Company, New York, New York			
Coin Drop	WALL STREET BANK	January	1895
Card Reels	PERFECTION		1896
Perfection Novelty Company, Philadelphia, Pennsylvania			
(Unknown)	PERFECTION		1914
Perpichnick, Chicago, Illinois			
Card Reels	(UNKNOWN)		1897
Peter Manufacturing Company, St. Louis, Missouri			
(Unknown)	(UNKNOWN)		1902
Phillips Farm Supply, Hardware And Furniture, Carbondale, Illinois			
Dice	CIGAR VENDER	February	1904
Dice	PHILLIPS	July	1912
Albert Pick And Company, Chicago, Illinois			
Dice	(UNKNOWN)		1896
Race Game	RACE TRACK		1903
Irving L. Pitkin, Ravenna, Ohio			
Dice	(UNKNOWN)	November	1892
Pitton Novelty Company Limited, Detroit, Michigan			
(Unknown)	(UNKNOWN)		1901
Portland Novelty Company, Portland, Oregon			
(Unknown)	(UNKNOWN)	March	1893
The Portland Novelty Company, Portland, Oregon			
(Unknown)	(UNKNOWN)	August	1901
Portland Novelty Works, Portland, Oregon			
Poker Reels	OREGON	August	1901
Pratt And Letchworth, Buffalo, New York			
(Unknown)	(UNKNOWN)		1890
Premier Novelty Company, Chicago, Illinois			
(Unknown)	LITTLE EGYPTIAN FORTUNE TELLER		1919
Charles K. Probes, Elmira, New York			
Pinfield	(UNKNOWN)	January	1904
Progressive Manufacturing Company, Pana, Illinois			
Pointer	WIZARD CLOCK ("2 Column")	May	1906
Pointer	WIZARD CLOCK ("4 Column")	May	1906
Pointer	DIXON SPECIAL		1907
Progressive Novelty Company, Pana, Illinois			
Wheel	THE FAIREST WHEEL		1899
Wheel	FAIREST WHEEL		1900
Wheel	OUR VERY BEST		1900
Puritan Machine Company, Detroit, Michigan			
Number Reels	PURITAN	May	1904
Color Reels	PURITAN	May	1904
Spot Reels	HIAWATHA JR.		1904
Number Reels	CHECK-PAY PURITAN		1905
Card Reels	PILGRIM		1906
Queen City Novelty Works, Cincinnati, Ohio			
(Unknown)	(UNKNOWN)		1895
Reber And Rund, Seattle, Washington			
(Unknown)	(UNKNOWN)		1908

Manufacturer and Location Format	Name	Date
George H. Reid Slot Machines, Cleveland, Ohio		
Card Reels	CARD GRIP	September 1893
Card Reels	COUNTER CARD GRIP	September 1893
Reliance Manufacturing Company, New Haven, Connecticut		
(Unknown)	RELIANCE	1895
Reliance Novelty Company, San Francisco, California		
Drop Cards	RELIANCE	June 1896
Drop Cards	VICTOR	1896
Drop Cards	TROPHY	1897
Drop Cards	STANDARD	1897
Pointer	THREE SPINDLE	1897
Drop Cards	PEERLESS 5-SLOT	1897
Drop Cards	ELITE	1898
Rennert Novelty Company, Detroit, Michigan		
Wheel	(UNKNOWN)	February 1902
Riggs Amusement Company, New York, New York		
(Unknown)	(UNKNOWN)	December 1902
Earl A. Robinson Novelties, Providence, Rhode Island		
Shooter	THE NEW PIANO GAME	1909
August F. Roesch, St. Louis, Missouri		
(Unknown)	(UNKNOWN)	1912
Julius Roever, Brooklyn, New York		
Roulette	(UNKNOWN)	February 1894
Rogers Manufacturing Company, New York, New York		
Wheel	PENNY CIGAR	July 1904
Roovers Brothers, Brooklyn, New York		
(Unknown)	(UNKNOWN)	1908
Rose City Importing Company, Portland, Oregon		
Coin Drop	(UNKNOWN)	November 1911
Rosenfield Manufacturing Company, New York, New York		
Card Reels	CARD MACHINE	1894
Card Reels	3-SLOT CARD MACHINE ("Jockey")	June 1900
R. Rothschild's And Sons, New York, New York		
Race Game	AUTOMATIC RACE TRACK	1889
Pointer	AMUSEMENT MACHINE	1889
Royal Card Machine Company, San Francisco, California		
Drop Cards	PERFECTION	1897
Royal Machine Company, Kent, Ohio		
(Unknown)	(UNKNOWN)	October 1890
Royal Novelty Company, San Francisco, California		
Card Reels	TRADER	1902
Dice	DICE	1912
F. A. Ruff, Detroit, Michigan		
Dice	CRAP SHOOTER'S DELIGHT	1900
Wheel	THE DEWEY	1904
Huntley Russell, Grand Rapids, Michigan		
Coin Drop	WATCH YOUR MONEY	July 1893
St. Louis Patent And Manufacturing Company, St. Louis, Missouri		
Coin Drop	(UNKNOWN)	1895
J. Salm Manufacturing Company, Philadelphia, Pennsylvania		
(Unknown)	(UNKNOWN)	1899
Sammis Manufacturing Company, Philadelphia, Pennsylvania		
(Unknown)	(UNKNOWN)	1907
Sanderson And Son, Chicago, Illinois		
Dice	(UNKNOWN)	November 1892
Edward A. Sanquinet, St. Louis, Missouri		
Race Game	(UNKNOWN)	July 1902
John Sassoe, San Francisco, California		
(Unknown)	(UNKNOWN)	1904
T. R. Savage And Company, Bangor, Maine		
Dice	(UNKNOWN)	1893
D. N. Schall And Company, Chicago, Illinois		
Card Reels	PERFECTION	1899
Card Reels	SUCCESS	1901
Card Reels	JUMBO SUCCESS	1901
Card Reels	FANCY JUMBO	1901
Schiemer-Yates Company, Detroit, Michigan		

Manufacturer and Location / Format	Name	Date
Card Reels	HI-LO	May 1904
Card Reels	HI-LO VENDER	May 1904
Schloss And Company, Boston, Massachusetts		
Dice	(UNKNOWN)	1893
Schultze Novelty Company, San Francisco, California		
Dice	MIDGET	October 1910
Roulette	MIDGET	October 1910
Richard M. Shaffer, Baltimore, Maryland		
Dice	(UNKNOWN)	December 1892
Sicking Manufacturing Company, Cincinnati, Ohio		
Card Reels	SUCCESS	1902
Card Reels	THE HAMILTON	1903
Card Reels	IRON CARD MACHINE NO.8	1905
Card Reels	COUNTER IRON CARD MACHINE NO.8	1905
Card Reels	CENTURY GRAND	1906
Card Reels	COUNTER CENTURY GRAND	1906
Sidway Manufacturing Company, Chicago, Illinois		
(Unknown)	(UNKNOWN)	June 1898
M. Siersdorfer And Company, Cincinnati, Ohio		
Shooter	HILLMAN COIN TARGET BANK	March 1894
Shooter	COIN TARGET BANK	1894
Silver King Novelty Company, Indianapolis, Indiana		
Baseball Reel	BASEBALL	October 1914
Number Reels	SQUAW (PURITAN)	1917
Card Reels	OLD FORT (PILGRIM)	1917
Number Reels	INDIAN (MAYFLOWER)	1917
Card Reels	DRAW POKIER	1917
Pinfield	1918 INDIAN PIN POOL	1917
Sittman And Pitt, Brooklyn, New York		
Drop Cards	MODEL CARD MACHINE	December 1891
Drop Cards	MODEL (AUTOMATIC POKER PLAYER)	1893
Drop Cards	LITTLE MODEL CARD MACHINE	1894
Drop Cards	MODEL DRAW POKER	1895
Drop Cards	BROWNIE	1897
Drop Cards	DRAW POKER	1898
Skeen And Farmer, St. Louis, Missouri		
(Unknown)	(UNKNOWN)	1893
James B. Slinn, San Francisco, California		
Dice	DICE BOX	July 1891
Sloan Novelty Company, Philadelphia, Pennsylvania		
Pinfield	THE LEADER	March 1910
Slot Machine Company, New York, New York		
Dice	SLOT MACHINE	1892
Samuel I. Smith, Philadelphia, Pennsylvania		
Wheels	(UNKNOWN)	1894
Willard A. Smith, Providence, Rhode Island		
Pointers	3 DIAL FORTUNE	June 1892
Pointer	LITTLE JOKER STYLE A	1893
Pointer	LITTLE JOKER STYLE B	1893
Smith, Winchester Manufacturing Company, South Windham, Connecticut		
Pointer	GUESSING BANK	May 1877
Smokers Supply Company, Boston, Massachusetts		
Wheel	CIGAR DICE	1918
W. G. Souder, New York, New York		
Poker Reels	CARD MACHINE	December 1896
Specialty Machine Works, San Francisco, California		
Dice	PORTOLA	1905
Dice	IMPROVED PORTOLA	1906
Specialty Manufacturing Company, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1904
Square Deal Machine Company, New York, New York		
Dice	SQUARE DEAL	1904
Standard		
Pointers	THE STANDARD	1892
Star Trade Register Company, Montpelier, Vermont		
Wheel	STAR TRADE REGISTER	October 1901

Manufacturer and Location / Format	Name	Date
Stark, Buffalo, New York		
Card Reels	JUMBO SUCCESS	1894
Clarence M. Stiner, New York, New York		
Marbles	(UNKNOWN)	April 1892
B. A. Stevens Company, Toledo, Ohio		
Dice	SLOT DICE SHAKER	1893
Dice	RIVAL (non-coin)	1894
Wheel	STAR	1894
J. And E. Stevens Company, Cromwell, Connecticut		
Race Game	RACE COURSE	August 1871
Race Game	BIG RACE COURSE	1871
Race Game	RACE AGAINST TIME	1871
J. W. Stirrup Manufacturing Company, New York, New York		
Roulette	FAIREST ROULETTE	1896
Roulette	WINNER ROULETTE	1897
Roulette	AUTOMATIC CIGAR SELLER	November 1897
Streater, Streater, Illinois		
Wheel	STAR (non-coin)	1904
Stuckey Cigar Company, Lancaster, Ohio		
Wheel	STUCKEY CIGAR	1900
Sun Manufacturing Company, Columbus, Ohio		
Wheels	BICYCLE	1898
Wheels	IMPROVED BICYCLE	1903
Sundwall Company, Seattle, Washington		
Drop Cards	ELITE	1905
Drop Cards	TUXEDO	1906
King And Sundwall, Seattle, Washington		
Drop Cards	ELITE	1903
William Suydam, New York, New York		
Race Game	NEW STYLE RACE TRACK	1880
Pointer	DIAMOND WHEEL	1883
Sweeney, California		
Drop Cards	CARD MACHINE	1907
James P. Taylor, Fort Worth, Texas		
Marble	DREAM REVEALER	April 1893
Edmund A. Thompson, Amherst, Massachusetts		
Race Game	RACE COURSE (non-coin)	July 1874
Tibbils Manufacturing Company, Rochester, New York		
Card Reels	4 CARD	February 1891
Card Reels	POKER SOLITAIRE	1891
Card Reels	CARD MACHINE	1891
Card Reels	CARD MACHINE	1892
Card Reels	SUCCESS	1893
Card Reels	JUMBO SUCCESS	1893
Charles Timroth, Philadelphia, Pennsylvania		
(Unknown)	(UNKNOWN)	January 1900
Tivoli Automatic Machine And Amusement Company, Seattle, Washington		
Pop Cards	TIVOLI	1906
Transcontinental Machine Company, Portland, Oregon		
Card Reels	(UNKNOWN)	1901
Troxler Novelty Introduction Company, Newark, New Jersey		
Shooter	10 TO 1	December 1893
Twentieth Century Novelty Company, Springfield, Ohio		
Wheel	SPIRAL	February 1903
United Automatic Machine Company, Kansas City, Missouri		
Dice	6-WAY DICE	1902
United States Music Company, Chicago, Illinois		
(Unknown)	(UNKNOWN)	1909
United States Novelty company, Chicago, Illinois		
Dice	WINNER	November 1893
Dice	LUCKY	1894
Pointer	JOKER	February 1894
U. S. Novelty Company, Kansas City, Missouri		
Dice	(UNKNOWN)	November 1893
Universal		
Race Game	AUTOMATIC RACE TRACK	1889
Race Game	IMPROVED HORSERACE GAME	1891

Manufacturer and Location / Format	Name	Date	
Universal Advertising Machine Company, Kittery, Maine			
(Unknown)	(UNKNOWN)	January	1894
Valley City Novelty Company, Grand Rapids, Michigan			
Pointer	(UNKNOWN)		1894
Valley City Slot Machine Company, Grand Rapids, Michigan			
Pointer	(UNKNOWN)	May	1893
Victor Novelty Works, Chicago, Illinois			
Pointer	ARROW		1901
C. C. Vogolsong, Emeryville, California			
(Unknown)	(UNKNOWN)		1894
John M. Waddel Manufacturing Company, Greenfield, Ohio			
Pinfield	ROOLO (non-coin)		1896
Wheel	THE BICYCLE WHEEL		1896
Wheel	DISCOUNT BICYCLE WHEEL		1896
Wheel	BICYCLE DISCOUNT WHEEL ("Square Wheel")	May	1897
Wheel	BICYCLE DISCOUNT WHEEL ("Large Square Wheel")	July	1897
Pinfield	PLAY BALL (non-coin)		1897
Pinfield	DANCING DOLLS		1897
Wheels	THE BICYCLE	July	1897
Pointer	BOOMER	October	1897
Waddell Wooden Ware Works Company, Greenfield, Ohio			
Wheel	REVOLUTION CIGAR WHEEL	March	1917
Wagaer Amusement Company, St. Louis, Missouri			
(Unknown)	(UNKNOWN)		1902
Charles A. Wagner Manufacturing Company, Chicago, Illinois			
Wheels	COMMODORE		1899
Wagner Manufacturing Company, Chicago, Illinois			
Card Reels	JUMBO		1902
Wain And Bryant Company, Detroit, Michigan			
Wheel	ZODIAC	February	1902
Wakeley Novelty Works, Pasadena, California			
(Unknown)	(UNKNOWN)		1892
Wales Manufacturing Company, Syracuse, New York			
(Unknown)	(UNKNOWN)		1889
Watling Manufacturing Company, Chicago, Illinois			
Card Reels	PERFECTION	January	1902
Card Reels	SUCCESS	January	1902
Card Reels	JUMBO SUCCESS	January	1902
Card Reels	FANCY JUMBO	January	1902
Card Reels	FANCY JUMBO SUCCESS		1903
Card Reels	THE CLOVER (3-WAY)		1903
Card reels	THE CLOVER PINOCHLE		1903
Card Reels	No.9 CARD MACHINE		1903
Card Reels	THE JOCKEY		1903
Card Reels	THE JOCKEY CABINET		1903
Pointers	THREE ARROW		1904
Pointers	THE FULL DECK	February	1905
Wheel	THE PURITANA		1905
Wheel	MECCA		1905
Wheel	BUFFALO, JR.		1905
Card Reel	THE MOOSE		1905
Poker Reels	LITTLE DUKE		1905
Drop Cards	DRAW POKER		1907
Spot Reel	IMPROVED ELK		1906
Spot Reel	SPECIAL ELK		1906
Spot Reel	PILOT		1907
Pop Cards	NATIONAL		1908
Dice	WINNER DICE		1909
Fruit Reels	THE MERCHANT		1910
Card Reels	PILGRIM		1910
Number Reels	PURITAN		1910
Spot Reels	MAYFLOWER STYLE A		1911
Fruit Reels	MAYFLOWER STYLE B		1911
Number Reels	MAYFLOWER STYLE C		1911
Number Reels	MAYFLOWER STYLE D		1911
Wheel	CHECK TRADER (6-Way)		1914
Wheel	CHECK TRADER (5-Way)		1914

Manufacturer and Location Format	Name	Date	
Baseball reel	BASE-BALL		1915
John J. Watson, Buffalo, New York			
Multiple Game	COMBINATION CARD AND DICE MACHINE	January	1894
Webster Manufacturing Company, Bay City, Michigan			
(Unknown)	(UNKNOWN)		1895
Jacob Wedesweiler, Chicago, Illinois			
Dice	DICE BOX (non-coin)	December	1876
Samuel Welsh Cigars, Philadelphia, Pennsylvania			
Dice	(UNKNOWN)	October	1892
Western Company, Chicago, Illinois			
Dice	CIGAR AND BLOWING MACHINE		1898
Wheel	WESTERN WHEEL		1898
Western Automatic Machine Company, Cincinnati, Ohio			
Pinfield	NICKEL TICKLER	August	1893
Pointers	ECLIPSE		1894
Roulette	IMPROVED ROULETTE		1894
Western Novelty Company, Kalamazoo, Michigan			
(Unknown)	(UNKNOWN)		1899
Western Weighing Machine Company, Cincinnati, Ohio			
Pinfield	NICKEL TICKLER		1893
Pointers	ECLIPSE (TWO ARROW MACHINE)		1894
Weston And Smith, Syracuse, New York			
(Unknown)	(UNKNOWN)		1884
Weston Slot Machine Company, Syracuse, New York			
Pinfields	SLOT MACHINE		1892
William H. Wheaton, Chicago, Illinois			
(Unknown)	(UNKNOWN)		1909
Charles E. Wheeland And Company, Salt Lake City, Utah			
Pinfield	(Unknown)	March	1894
Pinfield	(Unknown)	March	1896
Pinfield	(Unknown)	September	1897
Wheeland Novelty Company, Seattle, Washington			
Pinfield	(UNKNOWN)		1900
Pop Cards	PERFECTION	April	1901
Pop Cards	CALIFORNIA		1901
Pop Cards	FLORADORA		1902
Pop Cards	OAKLAND		1902
Charles Wheeler, Denver, Colorado			
(Unknown)	(UNKNOWN)		1909
Wheeler Novelty Company, Chicago, Illinois			
(Unknown)	(UNKNOWN)	March	1891
(R. J.) White Manufacturing Company, Chicago, Illinois			
Card Reels	THE SUCCESS	October	1902
Card Reels	JUMBO SUCCESS	October	1902
Card Reels	PERFECTION	October	1902
Card reels	LITTLE PERFECTION		1902
Pinfield	GAME O'SKILL		1902
Card Reels	JOCKEY 3-WAY		1902
Card Reels	COUNTER JOCKEY 3-WAY		1902
Card Reels	THE TRADER NO.1 (6-WAY)		1902
Card Reels	THE TRADER NO.2 (3-WAY)		1902
Card Reels	THE TRADER NO.3 (non-coin)		1902
Card Reels	THE TRADER NO.4 (1-WAY)		1902
Card Reels	THE TRADER NO.5 (3-WAY)		1902
Card Reels	THE TRADER NO.6 (1-WAY)		1902
William M. White Company, St. Louis, Missouri			
Pointer	WIZARD CLOCK		1907
Percy G. Williams, Brooklyn, New York			
Dice	MONKEY DICE	December	1889
Willoughby Company, Grand Rapids, Michigan			
Coin Drop	SLOT MACHINE	January	1901
Winchell Novelty Works. Syracuse, New York			
(Unknown)	(UNKNOWN)		1909
Smith Winchester Manufacturing Company, South Windham, Connecticut			
Pointer	GUESSING BANK		1876
Wolf Manufacturing Company,Inc., Seattle, Washington			
(Unknown)	(UNKNOWN)		1915

Manufacturer and Location / Format	Name	Date
Wolverine Novelty Company, Detroit, Michigan		
(Unknown)	(UNKNOWN)	1891
World's Fair Slot Machine Company, Bridgeport, Connecticut		
Pointer	COLUMBIAN FORTUNE TELLER	December 1892
Lindley A. Wright, Champaign, Illinois		
Wheel	RED, WHITE AND BLUE	August 1896
Levi W. Yaggy, Lake Forest, Illinois		
Disks	FUNNY FACES	January 1898
Yale Wonder Clock Company, Burlington, Vermont		
Pointer	YALE WONDER CLOCK	July 1899
Pointer	ADVERTISING AND DISCOUNT MACHINE	April 1900
Pointer	1901 ADVERTISING AND DISCOUNT MACHINE	February 1901
Drop Cards	AUTOMATIC CASHIER AND DISCOUNT MACHINE	July 1905
Charles P. Young, York, Pennsylvania		
Roulette	AUTOMATIC ROULETTE	November 1893
W. J. Young And Company, San Francisco, California		
Dice	THE LARK	1907
Willard B. Young, New York, New York		
Dice	(UNKNOWN)	March 1893
Ypsilanti Novelty Works, Ypsilanti, Michigan		
(Unknown)	(UNKNOWN)	1891
Unidentified Manufacturers		
Coin Drop	JUMBO (THE ELEPHANT)	Circa 1890
Dice	(6-WAY)	Circa 1894
Dice	"THE SPITTOON DICER"	Circa 1894
Card Reels	I.X.L. JR.	Circa 1895
Dice	(Hexagonal Base)	Circa 1896
Dice	(Triangular Base)	Circa 1896
Wheel	THE UMBRELLA	Circa 1897
Wheel	FIRE ENGINE	Circa 1902
Shooter	SKILLIARD	November 1903
Wheel	RED STAR	Circa 1906

Australian Trade Stimulators

Manufacturer and Location / Format	Name	Date
George McMullen, Perth, Western Australia		
Number Reels	(UNKNOWN)	July 1901

Canadian Trade Stimulators

Manufacturer and Location / Format	Name	Date
Canada (Novelty Company)		
Card Reels	LITTLE PERFECT	1916
Enterprise Novelty Company, Calgary, Alberta		
(Unknown)	(UNKNOWN)	1917
Fowler And Wheeler, Calgary, Alberta		
(Unknown)	(UNKNOWN)	1910
Northwestern Novelty Company Limited, Calgary, Alberta		
(Unknown)	(UNKNOWN)	1910
Totem Manufacturing Company, Calgary, Alberta		
Coin Drop	TOTEM	1914

British Trade Stimulators

Manufacturer and Location / Format	Name	Date
Archibald		
Race Game	HORSES	March 1899
Automatic Machines Limited, Islington, England		
Wheel	(UNKNOWN)	1900
Ball Flip	(UNKNOWN)	December 1900
Automatic Skill Machines Company, London, England		
Pinfield	PAVILLION	1901
Pinfield	FORTUNA	1901
William H. Britain, London, England		
Race Game	FOUR-HORSE RACE	1886
Race Game	THE MECHANICAL WALKING RACE	1888

Manufacturer and Location / Format	Name	Date
Race Game	PENNY-FARTHING BICYCLE RACE	1888
Bucknell		
Ball Flip	(UNKNOWN)	January 1899
Cocozza And Jannece		
Ball Flip	(UNKNOWN)	February 1915
Cook And Bauer		
Race Game	(UNKNOWN)	January 1898
Cresset Automatic Machine Company, Kent, England		
Shooter	(UNKNOWN)	June 1914
Demelius		
Coin Drop	(UNKNOWN)	January 1906
Ellman		
Ball Flip	(UNKNOWN)	March 1914
F. E. Fensom		
Coin Drop	(UNKNOWN)	October 1897
Foster And Foster		
Ball Flip	TIVOLI	October 1912
Gallery		
Shooter	(UNKNOWN)	July 1898
Gamages of Holborn, England		
Pinfield	TIVOLI CIGAR MACHINE	1905
Gaster And Norrell		
Coin Drop	(UNKNOWN)	August 1900
Haigh And Pickles		
Race Game	SCULL RACE	July 1899
Race Game	HORSE RACE	November 1899
Hardyman		
Wheel	(UNKNOWN)	March 1914
Walter Hart, Kent, England		
Pointers	(UNKNOWN)	March 1899
Harvey		
Coin Drop	(UNKNOWN)	April 1914
Haydon And Urry Limited, Islington, England		
Pinfields	TIVOLI	1892
Shooter	SHOOTING FOR GOAL	May 1895
Coin Drop	(UNKNOWN)	October 1899
Shooter	BARRELS	October 1900
Herzog		
Multiple Game	(UNKNOWN)	April 1914
Humphris And Forster		
Coin Drop	THE ANVIL	November 1899
Jackson		
Pointer	(UNKNOWN)	December 1919
Jaconelli		
Coin Flip	(UNKNOWN)	December 1914
John Jaques And Son Limited, London, England		
Race Game	ELECTROLETTE	1888
Race Game	THE NEW RACING GAME	1890
E. J. Jofeh, England		
Ball Flip	(UNKNOWN)	September 1915
Ball Flip	(UNKNOWN)	September 1916
Kaiser And Cushion		
Ball Flip	THE CLOWN	June 1914
Mancini		
Ball Flip	TIVOLI	January 1909
Man		
Race Game	(UNKNOWN)	March 1900
W. Margot		
Shooter	(UNKNOWN)	June 1898
Coin Drop	(UNKNOWN)	April 1900
Maxfield And Company, London, England		
Race Game	PARLOR RACE GAME	March 1882
Maynard		
Ball Flip	(UNKNOWN)	June 1919
G. W. de Melven		
Shooter	(UNKNOWN)	September 1900

Manufacturer and Location / Format	Name	Date
Charles Middlebrook, London, England		
Race Game	(UNKNOWN)	March 1900
Miller		
Shooter	(UNKNOWN)	June 1909
Mocogni		
Ball Flip	(UNKNOWN)	April 1915
Newton, Smith And Rhodes		
Shooter	(UNKNOWN)	April 1911
William S. Oliver, London, England		
Race Game	(UNKNOWN)	February 1887
Palmer And Hartley, Birmingham, England		
Race Game	CYCLE RACE	September 1899
Shooter	(UNKNOWN)	April 1901
Persichini		
Ball Flip	(UNKNOWN)	December 1915
Pessers And Moody, London, England		
Shooter	(UNKNOWN)	March 1898
Plunger	(UNKNOWN)	September 1899
Pessers, Moody, Wraith And Gurr, London, England		
Shooter	(UNKNOWN)	March 1916
Price And Castell, London, England		
Coin Drop	GAME OF SKILL	1898
Shooter	(UNKNOWN)	October 1900
R. C. Richards		
Ball Flip	(UNKNOWN)	June 1913
Robertson		
Shooter	(UNKNOWN)	December 1898
Sandoz		
Race Game	HORSE RACE	1901
Race Game	CYCLE RACE	1901
Race Game	LOCOMOTIVE RACE	1901
Scott		
Shooter	(UNKNOWN)	August 1897
Gordon H. Smith		
Roulette	(UNKNOWN)	November 1900
Verrecchia		
Ball Flip	(UNKNOWN)	December 1914
Ball Flip	(UNKNOWN)	March 1916
Ball Flip	(UNKNOWN)	November 1916
Walter		
Wheel	(UNKNOWN)	January 1913
Wegg		
Ball flip	(UNKNOWN)	November 1912
R. E. Wickes		
Coin Drop	(UNKNOWN)	November 1899
Unidentified Manufacturers		
Pointer	DUNSTAN'S CIGAR SELLER	1905

French Trade Stimulators

Manufacturer and Location / Format	Name	Date
Barme		
Wheel	MEPHISTO (THE DEVIL)	1905
Beraud, Paris		
Ball Flip	LE MAGIC (MAGIC)	1910
Bidard		
Wheel	LA GRENOUILLERE (FROG'S POND)	1900
Wheel	LE PERE BIDARD (OLD MAN BIDARD)	1910
Brevete S.G.D.G.		
Dice	SUPER-POKER	1910
La Compagnie Caille (Cie Caille), Paris		
Novelty Reel	L'AEROPLAN	1905
Spot Reel	LE TIGRE (3-Way)	1905
Spot Reel	LE TIGRE (5-Way)	1905
Spot Reel	LA COMETE (3-Way)	1906
Spot Reel	LA COMETE (5-Way)	1906
Dice Reels	MATADOR	1910

OTHER BUESCHEL VINTAGE COIN-OP BOOKS YOU WILL WANT:

PINBALL 1 – ILLUSTRATED HISTORICAL GUIDE TO PINBALL MACHINES series
The first in a series of ten volumes of pinball history and vintage machine collectibility by pinball historian Dick Bueschel. Volume 1 deals with pinball history from BAGATELLE to BAFFLE BALL 1775-1931, covering the origins of pinball and the "Depression Baby" boom, followed by descriptions and values for 100 different vintage pinballs of the past to the present that are illustrated and fully described as to their features, graphics, playing characteristics and individual histories.

SLOTS 1 – ILLUSTRATED GUIDE TO 100 COLLECTIBLE SLOT MACHINES series
This is the book that popularized the hobby of collecting slot machines, with a primer on how to get started. Now in a new enlarged 10th Anniversary edition with collecting tips and values for 100 different slot machines. Additional volumes 2, 3 and 4 currently available with more in the works.

ARCADE 1 – ILLUSTRATED HISTORICAL GUIDE TO ARCADE MACHINES series
The first volume in the new Arcade Machine series by co-authors Dick Bueschel and Steve Gronowski. A complete history of the arcade machine, with volume 1 covering Ancient Lands to Wonderlands 3600 PB to 1905, the beginnings of coin operated public amusements and the appearance of the Penny Arcade. Five volumes projected in the series .

SCALES 1 – ILLUSTRATED HISTORICAL GUIDE TO COIN-OPERATED SCALES series
Co-authors Dick Bueschel and Bill Berning present the history of coin-op scales from the 1880's to the present, plus a price guide. Two projected volumes in the series. Volume 1 covering the years from 1883 to 1929 is due in 1993.

BUESCHEL'S SALOON SERIES by Dick Bueschel. Complete histories and reproductions of the saloon equipment catalogs of the leading saloon supply houses circa 1875 until Prohibition in 1919. The first volume (in print) is "B.A. Stevens and Company, Billiard and Bar Goods," of Toledo, Ohio. The second volume will be "Bott Bros. Bar Fixtures, Billiard Tables & Supplies," of Columbus, Ohio. More in the works.

Invaluable help to collectors and restorers ... **THE COIN SLOT ILLUSTRATED GUIDES**
A series of historical, maintenance and repair guides that describe a family of payout slots, trade stimulators, arcade machines, pinball games and scales and include the history of the machines, photos, advertising and the invaluable original maintenance and repair manuals and parts lists. The one volume to date is *Jennings Slot Machines 1906-1990.*

JENNINGS SLOT MACHINES 1906-1990, Illustrated Historical, Maintenance and Repair Guide to Jennings Mechanical and Electromechanical 3-Reel Bell Machines. A two-volume illustrated history of O.D. Jennings & Company and its subsequent surviving firms. Individual histories and original factory photographs and literature for all Jennings 3-reel slot machines produced between 1906 and 1990. Invaluable original maintenance and repair manuals for the Jennings 3-reel Bell machines, including parts lists, servicing almost 600 different models of Jennings slot machines identified in the book.

Call or Write for a Complete Current Book/Price List. Dealer Discounts Available.

HOFLIN PUBLISHING LTD.
4401 Zephyr Street
Wheat Ridge, Colorado 80033-3299 USA
(303) 420-2222 or (800) 352-5678
7:30 a.m. to 3:30 p.m. Denver time for MasterCard, Visa and Discover orders.

What you will find in

TRADE 2

Illustrated Guide to Collectible Trade Stimulators
Volume 2

by Richard M. Bueschel

Including a guide to finding antique coin machines and a listing of popular trade stimulators of the 1870-1919 period by maker, name and date.

Chapters and contents include:

- New! A new updated foreword describing the growth of trade stimulator and counter game collecting over the past decade, and insightful new notes on how to become a vintage trade stimulator collector and find machines.
- 100 of the most popular trade stimulators and counter games illustrated and described.
- New! 16 pages of old catalog pages and reproductions of rare and valuable trade stimulator spec sheets from the 1890s to the 1920s.
- New! An invaluable listing of over 1,000 known popular trade stimulators from the 1870-1919 period, both domestic and offshore, listed by manufacturers, machines, names and dates.
- New! Pull-out price guide section of current values for all 100 different featured machines covering six levels of condition prepared by a panel of eight trade stimulator and counter game collectors and dealers.
- New! Updated editorial and all new photographs throughout the book.
- How to maintain and repair your trade stimulator or counter game and keep it in working condition.
- New! Nearly 60 more pages, plus everything in the original edition. It's a new book!

If you're new to the field of vintage coin-operated trade stimulator and counter game collecting, or have been looking for copies of the rare original advertising and sales literature, you'll want a copy of *Trade 2*. This updated edition of the standard reference book on this machine genre has been completely re-edited and re-written to incorporate the latest information while correcting past errors of judgement and description. The purpose is to make this a key volume in the single most useful series of books that a trade stimulator and counter game coin-op non-payout collector can have on a library shelf. Except it won't stay there. You'll find yourself constantly referring to its information packed pages while taking its price guide insert along to auctions and shops and on buying trips. Its original advertising and plates will aid you in reliable restoration of your treasured machines. Even if you are not a collector and just enjoy the look and ambience of these chance taking teasers, there is much for you to enjoy in *Trade 2.*

When the original edition of *Trade 2* was published in January 1981 it immediately took its place as the basic guidebook of data and prices for its 100 select machines. Now out of print, it is being brought back in this new and expanded edition to bring the story of these machines up to date, provide current pricing and make for a good read. Settle down with *Trade 2* and you won't put it down. It's everything the original was, plus more. Retail $29.95 plus $2 postage.

Send for free list of latest offerings.

Hoflin Publishing Ltd. is the largest and foremost publishing house serving the rapidly growing field of vintage coin machine historians, collectors, dealers and operators. Send for a free brochure of our latest offerings. Write Hoflin Publishing Ltd., 4401 Zephyr Street, Wheat Ridge, Colorado 80033-3299 USA. Call (303) 420-2222 or (800) 352-5678 7:30 a.m. to 3:30 p.m. Denver time for MC, Visa and Discover orders.